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What elephants and epidemics can teach us about innovation Note Originally published as: The Medici effect : breakthrough insights at the intersection of ideas, concepts, and cultures. Boston, Massachusetts : Harvard Business School Press, ©2004. "With a new preface and discussion guide"--Title page. ISBN 9781633692947 paperback alkaline paper

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“By creating the Medici Effect we have enhanced our teams' speed, effectiveness, inclusion and adaptability. It has been so successful that we are making these growth behaviors a core part of our culture and strategy. What is exciting about Medici's approach is that it does not add any additional work for our teams - instead it helps them ...

### **The Medici Group | Diversity Drives Innovation**

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What Elephants and Epidemics Can Teach Us About Innovation. By: ... Frans Johansson's The Medici Effect shows how breakthrough ideas most often occur when we bring concepts from one field into a new, unfamiliar territory, and offers examples on how we can turn the ideas we discover into path-breaking innovations.

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