



The Medici Effect: What Elephants and Epidemics Can Teach Us about Innovation: What You Can Learn from Elephants and Epidemics

By Frans Johansson

McGraw-Hill Professional, 2006. Taschenbuch. Book Condition: Neu. Gebraucht - Sehr gut ungelesen, sehr guter Zustand; Rechnung mit MwSt.; unused/unread, good condition; - The Medici examines why creativity and insight are incredibly vibrant at the intersection of domains, disciplines, cultures and fields and tells us how to get to those places. Frans Johansson, an entrepreneur and journalist, brilliantly reveals the core principles that reign when divergent concepts are combined. Whether one's goal is to cure cancer or invent a better ball-point pen, this book will help anyone generate higher quality ideas and live and work a little closer to the intersection. 0 pp. Englisch.

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