

The medici effect

Literature



The Medici Effect

After i finished reading this text, I must admit that I was impressed by its content and how the author has expressed it. The information is very interesting and informative. In this book, Frans Johansson comes up with a remarkable innovation around a fundamental area where disparate fields meet. He names this central area the intersection and around the intersection is where all the ideas in Medici Effect. Johansson's idea behind the book is quite simple. He states that when a person steps into the intersection, which is the central place with multiple fields, cultures, and disciplines, then he or she is likely to combine ordinary concepts into big number of surprising new ideas. In the book, Johansson comes up with several ideas that are comprehensively discussed and expressed with relevant examples and illustrations. The word choice, theme and tone in which the book is written can easily tell how committed Johansson id towards the work in the book. The book gives us a detailed overview of how an individual can come up with different disciplines and culture, combine them to their best fit and just like that they end up discovering an area where they perfectly connect.

Looking at how Johansson constructs his ideas and comes up unique thoughts and knowledge show that he is very innovative. By reading, the book one would realize the systematic arrangement of ideas with each idea sufficiently outlined and backed up by relevant information. Basing on his ideas from the text, it would be improper to link Johansson to a single field as he is creativity indicate that he can fit across various disciplines. Therefore, classifying him as an innovator or simply an entrepreneur would be encouragement but would be limiting his broad knowledge across different

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fields.

In the text, there are two ideas that have been greatly expounded on by the F. The first is Frans. The first key idea is that innovation is divided into two principal components. These are directional and the other intersectional. He explains that directional innovation conforms to the new directions by coming up and combining new ideas into a central field. On the other hand, intersectional innovations are the types that are prone to leap to new directions because of their ability to formulate creative ideas across different fields. According to Johansson for a creative idea to be successful there are two salient characteristics that people need to keep in mind. The first idea is that it combines a string of different concepts into a central source of knowledge. The second distinctive characteristic is that it is random and very difficult to trace the basis of the perception. To emphasize on his posts Johansson uses words such as "The best way to get a good idea is to have a lot of ideas." [Joh06]. "Example what Words do you think of when you read the term command?" [Joh06]. In the text, there is numerous use of examples include some on Steve jobs and other sundry newsmakers. On a disparaging view, I found the example on Steve Job not finishing college and becoming one of the best-celebrated innovators of all time with many viewing him as a source of inspiration and hope.

The Medici Effect is a very engrossing book. The content is exhaustively covered ideas are clear, and supported by relevant information. It is also admirable how Johansson has ensured to back up his argument scientifically. I would recommend most people who are serious and would like to think in a direction that is much innovative to read this text.

References

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Joh06: , (Johansson p 103),

Joh06: , (Johansson 40),