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The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures is a 2004 book written by Swedish-American entrepreneur Frans Johansson. Published by Harvard Business School Press, it was listed as a Top 10 Business Book by Amazon.com and translated into 18 different languages. In the book, Johansson introduced the concept of the Medici Effect, which involves ...

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The Medici Effect - Wikipedia

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As a result, the city became the epicenter of a creative explosion, one of the most innovative eras in history. The effects of the Medici family can be felt even to this day. " Frans Johansson, Medici Effect: What You Can Learn from Elephants and Epidemics

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