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The Medici effect : what elephants and epidemics can teach ...

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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 ...

The Medici Effect - Wikipedia

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