

**Solution:** The idea of focusing within an Intersection of fields is one of several integrating concepts for identifying and implementing sapient definitions. Indeed, by definition, less built-in resistance to change is likely in a no-man's-land. (250 words) Other definitions: Field and Intersection

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## **The Medici Effect (Hardback copy)**

*Breakthrough Insights at the Intersection of Ideas, Concepts & Cultures*

Frans Johansson – 2004

Excerpts and the reviewer's *impressions* follow

### **Introduction**

Pg. 2 When you step into an intersection of fields, disciplines, or cultures, you can combine existing concepts into a large number of new ideas... The name, Medici Effect, comes from a remarkable burst of creativity in fifteenth century Italy.

### **Part One –The Intersection**

Pg. 16 The term field is used to describe disciplines, cultures, and domains in which one can specialize through education, work, hobbies, traditions or other life experiences.

17 When you step into an intersection (of fields), concepts can be combined between multiple fields, generating new ideas and directions.

32 Three Forces – the movement of people, the convergence of science and the leap of computation – are giving rise to more intersections than ever.

### **Part Two – Creating the Medici Effect**

### **Part Three – Making Intersectional Ideas Happen**

Pages 133-135 How to succeed - unless we tell others that our plans can and likely will change, they will likely form expectations based on the operational success of the initial plan alone. Getting it right based on the first plan is not nearly as important as being able to take a second or third stab at making it work. Let people know that at the start.

146 Virtually all your existing relationships in a field hold you back. They function to squish or remove ideas that don't fit within the circle of influence, concepts, etc.

153 Break the chain of dependence

- Prepare for a fight.

163 Explain to people that failure can and may be complete since we are delving into unknown territory.

169 If you want to create something revolutionary, head toward the Intersection.

**Lesson:** This book also points out the advantage of your joining an Open4Definition team focused in an arena outside one's primary field.

## SOURCE

### **The Medici Effect: *Breakthrough Insights at the Intersection of Ideas, Concepts & Cultures***

By Frans Johansson

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