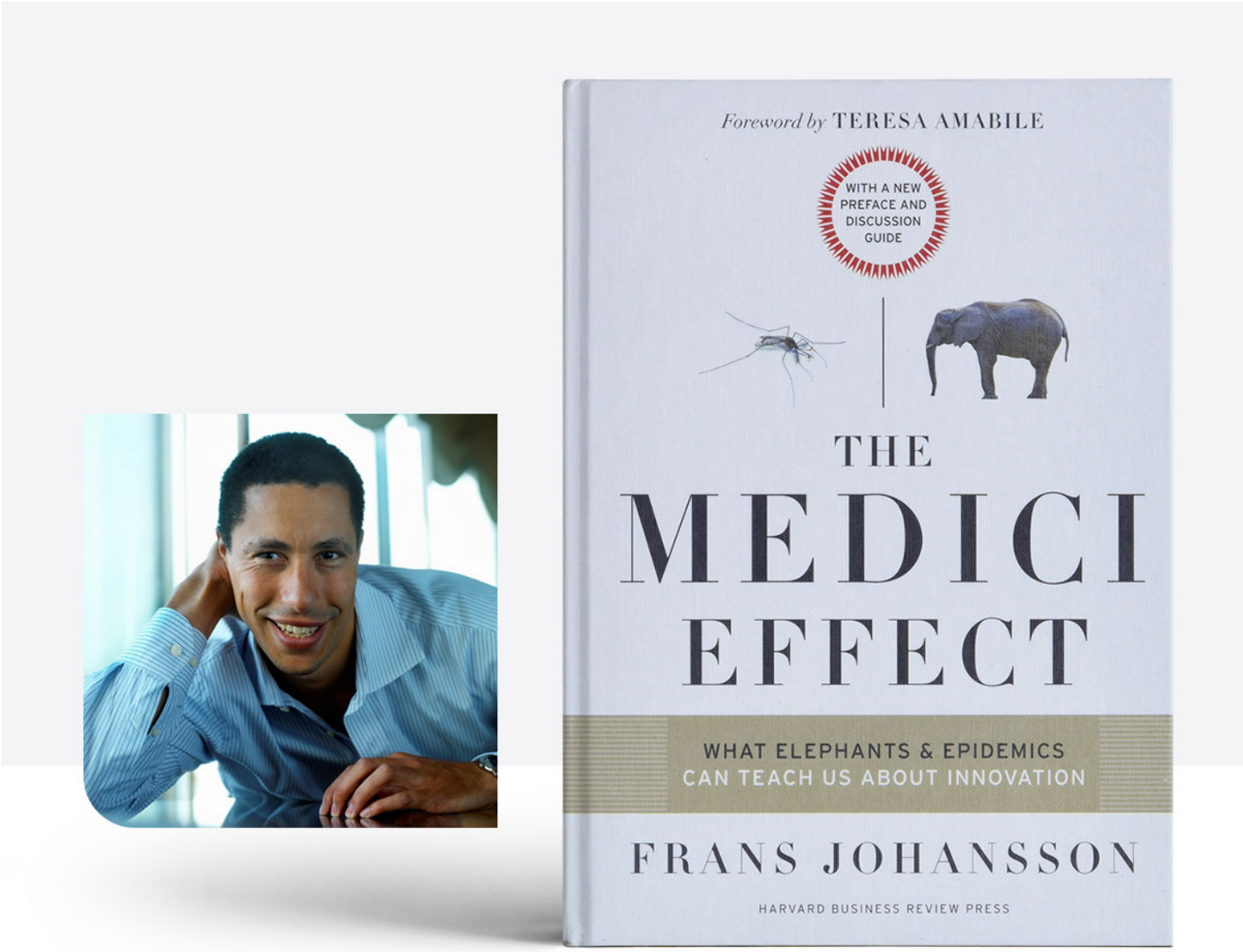


Recommended by Ed Sumner | Ogilvy New York



Read & edited by Ed Sumner | Ogilvy New York

### The Medici Effect

Creating an explosion of new ideas and innovations happens at the Intersection

It is at the Intersection where unexpected groundbreaking new ideas and innovations happen. The intersection is a place where diverse industries, cultures and disciplines collide and mix. The author argues that when you step into the Intersection, innovation results because you can combine concepts between multiple fields, generating ideas that leap in new directions. Not only is the intersection the best place to find groundbreaking ideas, it's also the place to generate MANY ideas. The explosion of ideas and innovations coming from the Intersection is what the author calls *The Medici Effect*.

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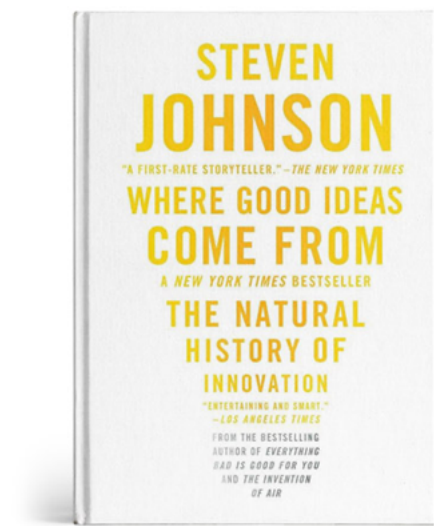
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*"The Medici Effect brings to life the power of creativity to drive change and the role of different people, from different backgrounds and experiences in the explosion of ideas that led to the reformation. Such a collision of cultures is what will drive the best work today in WPP's business and creative industries everywhere."*

Mark Read, Chief Executive Officer at WPP

The Global Reading Club also recommends:



### Where Good Ideas come from

The natural history of innovation

Good ideas emerge best in environments that contain a certain amount of noise and error. A space where ideas are shared and where minds collide and neurons fire together. These spaces seem to breed new ideas effortlessly, in which we can experience new visions, resulting from walking unpredictable paths.

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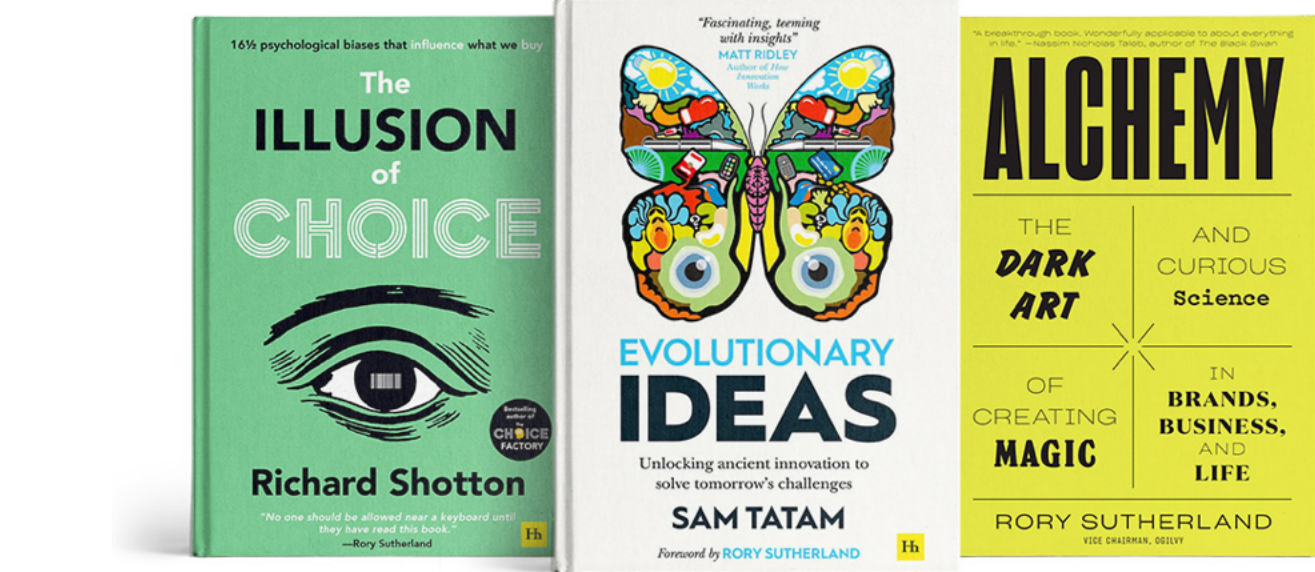
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