

# Public note

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Wednesday, February 23, 2022

In *The Voltage Effect*, List explains that scalable ideas share a common set of attributes, while any number of attributes can doom an unscalable idea. Drawing on his original research, as well as fascinating examples from the realms of business, policymaking, education, and public health, he identifies five measurable vital signs that a scalable idea must possess, and offers proven strategies for avoiding voltage drops and engineering voltage gains.

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Found on The Voltage Effect by John A. List: 9780593239483 | PenguinRandomHouse.com: Books on 2022-02-23 15:37:30.

Tags: #book #idea #story-telling #john-a-list