

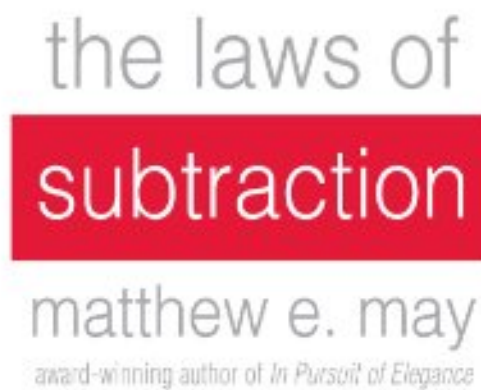
[Download free ebook] The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything (Business Books)

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything (Business Books)

Matthew E. May

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"Subtraction is just one of those beautiful words." —John Maeda, author, The Laws of Simplicity



6 Simple Rules for Winning in the Age of Excess Everything



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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything* (Business Books):

22 of 22 people found the following review helpful. More subtraction is needed
By ReaderI was kind of disappointed with this book because I feel it did not deliver on the premise of its title. The book is a collection of anecdotal stories, by the author and by many others, that sometimes describe how simplifying a product or process yielded a better result. Yet many of the stories do not really address the notion of "subtraction" at all, and meander over a lot of interesting but irrelevant territory. The stories are collected under half a dozen headings that the author calls "laws," but really are not even hypotheses or guidelines. They are, rather, attempts to sort the anecdotes into categories that are, on the whole, rather unilluminating. I had the impression that the author collected all these stories and then tried to fit them into his premise for the book. I think the author had a good idea - it is all in the book's title - but, for me, at least, really failed to deliver. This subject needs more focus, more thought, more depth -- more subtraction.
4 of 4 people found the following review helpful. Subtract Reading the Entire Book
By DougThis is a solid long form article the author stretched into a book with use of personal profiles and long and rambling illustrative stories. Find it ironic a book on subtraction is longer than it needs to be by 100 pages. The core premise is extremely smart and the 6 Laws make sense as well the link to Zen and Japanese business culture. I would have preferred the author keep the focus tighter around those areas and not take side jaunts into Brain science and long lists of friends helping him write the book by providing 2 page essays at the end of each chapter. Some are very good but some seem like filler or name dropping. Overall a solid read if you are in to this topic but if you truly want to subtract the total time needed for reading about streamlining your work and life read *Essentialism* by Greg Mckeown as it is a better book.
2 of 2 people found the following review helpful. Do Better with Less!
By Aniesa AtiyyehOften times we are faced with an overwhelming number of options, making it increasingly difficult to make both business and personal decisions. As a result, learning how to simplify things and eliminate complexity has become a vital skill. May provides a framework for how to make decisions and find clever solutions by "doing better with less." The book has six simple rules: (1) What isn't there can often trump what is. (2) The simplest rules create the most effective experience. (3) Limiting information engages the imagination. (4) Creativity thrives under intelligent restraints. (5) Break is the important part of breakthrough. (6) Doing something isn't always better than doing nothing. Of these, the last one sticks out to me the most because it is so counterintuitive. However, I now understand that sometimes taking a break from normal business can allow you to clear and calm your brain, resulting in unexpected insights and great ideas. My only critique of the book is that he provides an abundance of examples, which contradicts the idea of simplicity. While it was helpful to read about some of the experiences of the author, business executives and leaders featured, I think the points could have been illustrated with less narratives! Nevertheless, I would recommend this book to anyone seeking help making decisions or developing a more focused strategy.

Winner of a 2013 Small Business Book Award for Economics
The world is more overwhelming than ever before. Our work is deeper and more demanding than ever. Our businesses are more complicated and difficult to manage than ever. Our economy is more uncertain than ever. Our resources are scarcer than ever. There is endless choice and feature overkill in all but the best experiences. Everybody knows everything about us. The simple life is a thing of the past. Everywhere, there's too much of the wrong stuff and not enough of the right. The noise is deafening, the signal weak. Everything is too complicated and time-sucking. Welcome to the age of excess everything. Success in this new age looks different and demands a new skill: Subtraction. Subtraction is defined simply as the art of removing anything excessive, confusing, wasteful, unnatural, hazardous, hard to use, or ugly . . . or the discipline to refrain from adding it in the first place. And if subtraction is the new skill to be acquired, we need a guide to developing it. Enter *The Laws of Subtraction*. Through a dozen of the most compelling stories of breakthrough innovation culled from 2,000 cases and bolstered by uniquely personal essays contributed by over 50 of the most creative minds in business today, *The Laws of Subtraction* outlines six simple rules for winning in the age of excess everything, and delivers a single yet powerful idea: When you remove just the right things in just the right way, something very good happens. *The Laws of Subtraction* features contributions by over 50 highly regarded thinkers, creatives, and executives. On Law #1: What Isn't There Can Often Trump What Is "When you reduce the number of doors that someone can walk through, more people walk through the one that you want them to walk through." -- SCOTT BELSKY, founder and CEO of Behance and author of *Making Ideas Happen* On Law #2: The Simplest Rules Create the Most Effective Experience "Keeping it simple isn't easy. By exploiting subtraction in innovation, we've been able to create an environment of freedom and creativity that allows us to thrive." -- BRAD SMITH, CEO, Intuit On Law #3: Limiting Information Engages the Imagination "Subtraction can mean the difference between a highly persuasive presentation and a long, convoluted, and confusing one. Why say more when you can say less?" -- CARMINE GALLO, author of *The Apple Experience* On Law #4: Creativity Thrives Under Intelligent Constraints "Here's the key to the conundrum for managers who want to stoke the innovation fire: That close cousin of scarcity, constraint, can indeed foster creativity." -- TERESA AMABILE, author of *The Progress Principle* On Law #5: Break Is the Important Part of

Breakthrough "If you kill the butterflies in your stomach, you'll kill the dream. Embrace the feeling. Save the butterflies." -- JONATHAN FIELDS, author of *Uncertainty On Law #6: Doing Something Isn't Always Better Than Doing Nothing* "When we're faced with the greatest odds against us, often we need to edit rather than add." -- CHIP CONLEY, cofounder of Joie de Vivre Hospitality and author of *Emotional Equations*

From the Back Cover The world is more overwhelming than ever before. Our work is deeper and more demanding than ever. Our businesses are more complicated and difficult to manage than ever. Our economy is more uncertain than ever. Our resources are scarcer than ever. There is endless choice and feature overkill in all but the best experiences. Everybody knows everything about us. The simple life is a thing of the past. Everywhere, there's too much of the wrong stuff and not enough of the right. The noise is deafening, the signal weak. Everything is too complicated and time-sucking. Welcome to the age of excess everything. Success in this new age looks different and demands a new skill: Subtraction. "Subtraction" is defined simply as the art of removing anything excessive, confusing, wasteful, unnatural, hazardous, hard to use, or ugly . . . or the discipline to refrain from adding it in the first place. And if subtraction is the new skill to be acquired, we need a guide to developing it. Enter "The Laws of Subtraction." Through a dozen of the most compelling stories of breakthrough innovation culled from 2,000 cases and bolstered by uniquely personal essays contributed by over 50 of the most creative minds in business today, "The Laws of Subtraction" outlines six simple rules for winning in the age of excess everything, and delivers a single yet powerful idea: When you remove just the right things in just the right way, something very good happens. About the Author MATTHEW E. MAY is the author of three award-winning books: *The Elegant Solution*, *In Pursuit of Elegance*, and *The Shibumi Strategy*. A popular speaker, creativity coach, and close advisor on innovation to companies such as ADP, Edmunds, Intuit, and Toyota, he is a regular contributor to the American Express OPEN Forum Idea Hub and the founder of Edit Innovation, an ideas agency based in Los Angeles.