

The Laws of Subtraction

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

the laws of subtraction

matthew e. may

bestselling author of *In Pursuit of Elegance*

6 Simple Rules for Winning In the Age of Excess Everything

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出版者:McGraw-Hill

出版时间:2012-10

装帧:

isbn:9780071795616

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

作者介绍:

MATTHEW E. MAY is the author of THE LAWS OF SUBTRACTION: 6 Simple Rules for Winning in the Age of Excess Everything, as well as three previous, 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. His articles have appeared in national publications such as The Rotman Magazine, Fast Company, Design Mind, MIT/Sloan Management Review, USA Today, Strategy+Business, and Quality Progress. He has appeared in The Wall Street Journal and on National Public Radio. A graduate of the Wharton School of Business and Johns Hopkins University, he lives in Southern California.

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标签

英文原版

思维与认知

商业

Chulalongkorn

2013

评论

中心思想很简单，但是它讲的很复杂。有种自我励志书的味道。

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书评

这本书一个重要的概念就是datsuzoku（日语，文中译为“超凡脱俗”）。据书中介绍，这是源于日本的一个禅宗理念，以极简单的环境设计，让你感觉舒适。这让我回想起今年初去日本旅游的所见，不论是酒店、饭店，还是街道，日本都给我一种极其干净、舒适的感觉；而有些生活用品却暗...

做为一个人力资源工作者，对“精简”二字在工作中的使用感受颇深。记得绩效考核刚刚在公司中兴起的时候，我们常常喜欢搞一张大而全的表，把每个部门每个人的职责一一列入，事无巨细、面面俱到，岗位说明书里列了十几二十项职责，我们的考核表里就得有十几二十条考核项目...

这本书我用了一个小时就一口气读完了，此书用了极为丰富和典型的案例特别是书中有将近50位职场和创业人士各自阐述自己的小故事来对作者总结出来的精简法则进行了解释和扩展。从书中六个“精简法则”的案例的发展过程和其中几十个小故事的叙述来看，我觉得作者所阐述...

如果我们用《精简》作者所提倡的6大原则来审视《精简》本身，我的遗憾的告诉作者，你没能通过你自己提出的6大原则的审判，我可以理解为这是作者的自嘲么？更可笑的是中文副标题，硬要加上大数据时代，对比原标题：“6 Simple Rules for Winning in the Age of Excess Everyth...

我们现代的商业社会，“精简”已经成为现代商业的制胜法则，我们一说“精简”这个词，首先，脑海中想到是什么公司？苹果！难道不是吗？苹果的精简理念贯穿其各方面的产品，手机，MP3，笔记本，台式机，一个咬了一口的苹果图案在我们的生活中越来越多的出现，相反随之没落的是摩...

本书和大数据没啥关系，不要被中文版的副标题误导了。至于实际内容，主要是大量商业案例的集合，一些与产品 | 方案的设计思想有关，另一些则涉及管理咨询中的流程 | 制度 | 战略优化。至于作者通过堆砌案例来支持的6个原则，用大道至简进一步归纳，庶几近之。作者的理论基础来自...

《精简》是中信出版社送的样书，其标题内容也符合中信一贯的作风：流行元素+商业噱头。书的原文标题是：The laws of subtraction，翻译为精简是合适的。但是为了贴近流行元素，硬生生的加了个中文副标题：大数据时代的商业致胜法则。实在是画蛇添足，而我在正文中，费了半天...

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首先是个副标题党，和大数据没有毛关系，不知是不是中文翻译后蹭热点。从用户体验和交互设计的角度来讲，简单几乎已经是公认的基本原则，精简再次抽象出设计的机箱基本原则，佐以大量例证，予以阐述。无形之物胜过有形之物，关于空白在设计中的作用，像中国艺术中的留白，举...

01 两个“KISS”法则

领导力培训顾问，《复杂适应性领导力》一书的作者尼克·奥博伦斯基提到他在工作中运动的一项“KISS”管理方法：它由保持、增加、开始、停止四个部分组成；英文是Keep、Increase、Start、和Stop；另外，Unix操作系统的开发理念也遵循这个原则，用一句话概...

这本书讨论的主题非常有价值，但我得说，这书的内容是对标题彻头彻尾的嘲弄，它完全不精简！全书处处啰嗦，缺乏条理，散乱。每章的主题其实几句话能说清，却加了许多毫无必要的描述，更不要说主题后面那些乱七八糟的并不特别对题的“成功人士经

验” , 那些成功人士倒确实是成...

关于企业单位如何提高员工工作积极性和效率, 曾经和很多朋友讨论过。尽管切入点五花八门, 但最后我们的着眼点大多落在了绩效考核这项。其实, 不论是在事业单位或是企业单位工作的人, 对于绩效工资这个东西, 只要有点头脑的, 都会意识到自己被二次掠夺。不能切实结合单位文化生...

为了做得所谓的更好, 所以做更多事。可是, 正是那些“更多的事”使我们心神俱疲, 反而想做得事变的越来越次。每每想重拾初衷, 却不知觉被琐事困住。在咖啡厅做餐饮也是, 原本只是以为, 所有的咖啡、点心、配餐都是自己店里做。谁知道, 我在咖啡厅里卖出的咖啡不过是完成最后一...

我自己看完的感觉“主要是引导人们学会创新的思维方式。通过这种思维方式, 人们可以巧妙的运用精简手段来活的更好的结果(引言)。”重建之后达到的效果是“任何一件事情看上去都会变得很有意思。”可能是我本来看什么事都挺有意思的, 所以看完书, 没有什么变化。主要围绕(...

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