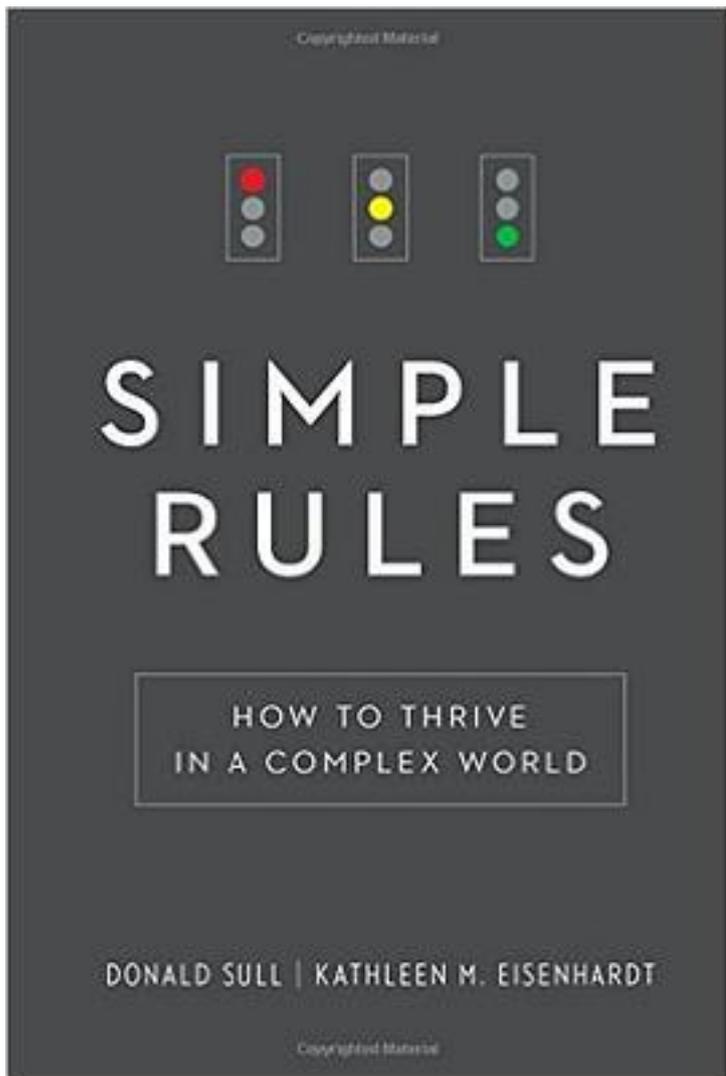


Simple Rules



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著者:Donald Sull

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HOW SIMPLICITY TRUMPS COMPLEXITY IN NATURE, BUSINESS, AND LIFE

Complexity surrounds us. We have too much email, juggle multiple remotes, and hack through thickets of regulations from phone contracts to health plans. But complexity isn't destiny. Sull and Eisenhardt argue there's a better way. By developing a few simple yet effective rules, people can best even the most complex problems.

In *Simple Rules*, Sull and Eisenhardt masterfully challenge how we think about complexity and offer a new lens on how to cope. They take us on a surprising tour of what simple rules are, where they come from, and why they work. The authors illustrate the six kinds of rules that really matter - for helping artists find creativity and the Federal Reserve set interest rates, for keeping birds on track and Zipcar members organized, and for how insomniacs can sleep and mountain climbers stay safe.

Drawing on rigorous research and riveting stories, the authors ingeniously find insights in unexpected places, from the way Tina Fey codified her experience at Saturday Night Live into rules for producing *30 Rock* (rule five: never tell a crazy person he's crazy) to burglars' rules for robbery ("avoid houses with a car parked outside") to Japanese engineers mimicking the rules of slime molds to optimize Tokyo's rail system. The authors offer fresh information and practical tips on fixing old rules and learning new ones.

Whether you're struggling with information overload, pursuing opportunities with limited resources, or just trying to change your bad habits, *Simple Rules* provides powerful insight into how and why simplicity tames complexity.

作者介绍:

DONALD SULL is a global expert on strategy and execution in turbulent markets. He is a senior lecturer at the MIT Sloan School of Management and was formerly a professor of strategy and entrepreneurship at the London Business School, where he won three teaching awards. He earned his bachelor's, master's, and doctorate from Harvard University. He has published three award-winning books, ten best-selling Harvard Business Review articles, and over one hundred case studies, articles, and book chapters on strategy and execution in turbulent markets. The Economist identified his theory of active inertia as an idea that shaped business management over the past century and Fortune listed him among the ten new management gurus.

KATHLEEN M. EISENHARDT is the S. W. Ascherman Professor of Strategy at Stanford, a highly cited author, and the co-director of the Stanford Technology Ventures Program. Her research focuses on strategy, strategic decision making, and organizational design in highly uncertain markets. She is the coauthor of *Competing on the Edge: Strategy as Structured Chaos*, winner of the George R. Terry Book Award. A fellow of the World Economic Forum and the Clinton Global Initiative, she is also the first author featured in Harvard Business Review's On Point collections. She holds a B.S. in mechanical engineering, an M.S. in computer science, and a Ph.D. from Stanford's Graduate School of Business.

目录:

标签

个人管理

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评论

实在太难读了，感觉不是很吸引我

The core concept is about setting appropriate rules to simplify operations, which should be fairly simple if elaborated well. Somehow I feel the book is over-stuffed with example cases. Which diluted the info density. Anyway, inspirational, worth reading!

有道理。例子也不错。

本书的作者，花费了 20

年时间来研究“如何面对复杂的世界作出理性的决策”。书中，这两位作者提出，要想应对这个复杂世界中的复杂情况，每个人都需要遵循六大“简单原则”。更多：<https://mp.weixin.qq.com/s/XGpgRdYr-uvrJA6n1fEI5w>

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书评

假期归来，手头有无数工作需要推进，但我只想慵懒地喝杯咖啡聊聊天。怎么科学应对“假期综合征”？

这周我要和大家分享的一本书，完美地解释了我摆脱假日综合征的道理。今天我要说的是由唐纳德·萨尔 (Donald Sull) 和凯瑟琳·艾森哈特 (Kathleen Eisenhardt) 创作的《简单原...

瑞恩·拉菲埃利(Ryan Raffaelli)-哈佛商学院工商管理助理教授

在当地的独立书店寻觅一本合适的书籍来度过假期，这种感觉肯定很特别。这个夏天，我想读两本关于[领导力]的书。第一本是来自唐纳德·萨尔(Donald Sull)和凯瑟琳·艾森哈特(Kathy Eisenhardt)的《简单的规则:如何在...

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