



The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything

Matthew May

[Download now](#)

[Read Online](#) 

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything

Matthew May

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything Matthew May

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**

 [Download The Laws of Subtraction: 6 Simple Rules for Winning in ...pdf](#)

 [Read Online The Laws of Subtraction: 6 Simple Rules for Winning i ...pdf](#)

Download and Read Free Online The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything Matthew May

Download and Read Free Online The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything Matthew May

From reader reviews:

Gary Farrell:

This The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything book is not really ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is actually information inside this e-book incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. This specific The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything without we realize teach the one who examining it become critical in pondering and analyzing. Don't become worry The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything can bring whenever you are and not make your tote space or bookshelves' come to be full because you can have it in your lovely laptop even telephone. This The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything having excellent arrangement in word and also layout, so you will not really feel uninterested in reading.

Sheila Dickerson:

Playing with family inside a park, coming to see the marine world or hanging out with buddies is thing that usually you could have done when you have spare time, then why you don't try factor that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of knowledge. Even you love The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything, it is possible to enjoy both. It is fine combination right, you still would like to miss it? What kind of hang type is it? Oh can occur its mind hangout fellas. What? Still don't obtain it, oh come on its identified as reading friends.

Linda Meier:

Beside this The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything in your phone, it can give you a way to get more close to the new knowledge or facts. The information and the knowledge you are going to got here is fresh from oven so don't possibly be worry if you feel like an old people live in narrow small town. It is good thing to have The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything because this book offers for you readable information. Do you at times have book but you do not get what it's interesting features of. Oh come on, that will not end up to happen if you have this with your hand. The Enjoyable set up here cannot be questionable, like treasuring beautiful island. Techniques you still want to miss it? Find this book along with read it from at this point!

Gerard Norman:

That e-book can make you to feel relax. This kind of book The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything was colourful and of course has pictures on there. As we know that book The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything has many kinds or style. Start from kids until youngsters. For example Naruto or Detective Conan you can read and

believe you are the character on there. Therefore not at all of book are make you bored, any it can make you feel happy, fun and relax. Try to choose the best book for you and try to like reading that.

Download and Read Online The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything Matthew May #KH2UYC8J1D0

Read The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May for online ebook

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May books to read online.

Online The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May ebook PDF download

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May Doc

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May Mobipocket

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May EPub

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May Ebook online

The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything by Matthew May Ebook PDF