

# Simple Rules: How to Thrive in a Complex World

By Donald Sull, Kathleen M. Eisenhardt

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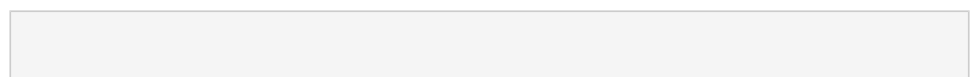
## HOW SIMPLICITY TRUMPS COMPLEXITY IN NATURE, BUSINESS, AND LIFE

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.



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## **Editorial Review**

### Review

“One of 12 leadership books to watch for in 2015” -- *Washington Post*

"One of Wall Street's Must-Read Books of the Summer"---*Bloomberg Businessweek*

“Whatever you want in life can be achieved if you break it down into a few basic rules. Well, that’s the theory of these two business experts, and many influential figures think likewise.” --*The Times of London*

“Can’t convey enough how important this is... *Simple Rules* is the nerd book of the summer.” –**Tom Keene, Bloomberg TV**

"At last, a book offering an ingenious way to fight back against the relentless assault of complexity and its insidious spawning of untold confusions, costs, crashes, and calamities. *Simple Rules* offers an exciting framework for both understanding complexity and rendering it harmless. Whether you run an organization or are simply trying to survive modern life, this book is gold." —**Chris Anderson, TED curator**

“*Simple Rules* shows how a handful of thoughtful principles can not only sharpen the quality of your decisions, but also allow you to maintain latitude in your judgments and to see the richness of opportunity. We all deal with complexity now, and this book will show you how you can do more with less.”—**Michael J. Mauboussin, Head of Global Financial Strategies, Credit Suisse**

"Our future will be increasingly complex, from accelerating technological change to global connectivity of federated teams. *Simple Rules* explains how we can manage to make meaningful progress in a world that exceeds human understanding. At DFJ, we use simple rules, like "invest in unique ideas" to support breakout winners across multiple industries undergoing profound disruption. This is a harbinger of the information economy to come." —**Steve Jurvetson, Managing Director of Draper Fisher Jurvetson**

“Sull and Eisenhardt have written the definitive playbook injecting sanity, creativity, and productivity into our workplaces and the other spheres of our lives. *SIMPLE RULES* is brimming with clever and surprising tips, lovely stories, and compelling research that will help you spot unnecessary complexity, eliminate maddening frustration, make the right decisions faster, and have a whole lot more fun along way.”  
—**Robert I. Sutton, bestselling author of *The No Asshole Rule* and co-author of *Scaling up Excellence***

### From the Inside Flap

We struggle to manage complexity every day. We follow intricate diets, juggle multiple TV remotes, face too much data at work, and hack through thickets of regulation at tax time. Sull and Eisenhardt argue there's a better way: by developing a few simple rules, you can tackle even the most complex problems. Simple rules are a hands-on tool to achieve our most pressing personal and professional objectives, from overcoming insomnia to becoming a smarter investor. Simple rules can help solve our most urgent social challenges, from setting interest rates at the Federal Reserve to protecting endangered marine wildlife. Drawing on more than a decade of research, the authors provide a framework for developing and refining effective rules. They

find insights in unexpected places, from how Tina Fey codified her "Saturday Night Live" experiences into rules for producing "30 Rock" ( never tell a crazy person he s crazy ), to burglars rules for selecting targets ( avoid houses with a car parked outside ), to Japanese engineers using the foraging rules of slime molds to optimize Tokyo s rail system. Whether you re struggling with information overload, pursuing opportunities with limited resources, or just trying to change your bad habits, "Simple Rules" provides a powerful approach to taming complexity."

From the Back Cover

The useful thread through this book is that the path towards understanding almost always leads us first through complexity. Indeed, it seems that the more we learn, the more complicated things become. But stick to it. Good science is hard. But good science simplifies. Good rules are simple rules. Clayton Christensen, professor, Harvard Business School At last, a book offering an ingenious way to fight back against the relentless assault of complexity and its insidious spawning of untold confusions, costs, crashes, and calamities. "Simple Rules" offers an exciting framework for both understanding complexity and rendering it harmless. Whether you run an organization or are simply trying to survive modern life, this book is gold. Chris Anderson, TED curator "Simple Rules" shows how a handful of thoughtful principles can not only sharpen the quality of your decisions, but also allow you to maintain latitude in your judgments and to see the richness of opportunity. We all deal with complexity now, and this book will show you how you can do more with less. Michael J. Mauboussin, head of global financial strategies, Credit Suisse Our future will be increasingly complex, from accelerating technological change to global connectivity of federated teams. "Simple Rules" explains how we can manage to make meaningful progress in a world that exceeds human understanding. At DFJ, we use simple rules like invest in unique ideas to support breakout winners across multiple industries undergoing profound disruption. This is a harbinger of the information economy to come. Steve Jurvetson, managing director of Draper Fisher Jurvetson Sull and Eisenhardt have written the definitive playbook injecting sanity, creativity, and productivity into our workplaces and the other spheres of our lives. "Simple Rules "is brimming with clever and surprising tips, lovely stories, and compelling research that will help you spot unnecessary complexity, eliminate maddening frustration, make the right decisions faster, and have a whole lot more fun along way. Robert I. Sutton, best-selling author of "The No Asshole Rule" and coauthor of "Scaling Up Excellence""

## **Users Review**

**From reader reviews:**

**Raul Joyner:**

Here thing why that Simple Rules: How to Thrive in a Complex World are different and dependable to be yours. First of all reading through a book is good but it really depends in the content of computer which is the content is as delightful as food or not. Simple Rules: How to Thrive in a Complex World giving you information deeper and in different ways, you can find any guide out there but there is no reserve that similar with Simple Rules: How to Thrive in a Complex World. It gives you thrill reading journey, its open up your eyes about the thing that happened in the world which is probably can be happened around you. It is possible to bring everywhere like in recreation area, café, or even in your means home by train. If you are having difficulties in bringing the published book maybe the form of Simple Rules: How to Thrive in a Complex World in e-book can be your choice.

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the resources inside it can be true or not demand people to be aware of each info they get. How a lot more to be smart in having any information nowadays? Of course the answer is reading a book. Reading through a book can help persons out of this uncertainty Information particularly this Simple Rules: How to Thrive in a Complex World book because book offers you rich facts and knowledge. Of course the information in this book hundred per cent guarantees there is no doubt in it everybody knows.

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