



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

By Matthew May

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything, Matthew May, This is the 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...

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