



Simple Rules: How to Thrive in a Complex World

By Donald Sull, Kathleen M. Eisenhardt

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“The nerd book of the summer.”—Tom Keene, Bloomberg TV

“Whether you run an organization or are simply trying to survive modern life, this book is gold.”—Chris Anderson, curator of TED Talks

Armed with a few simple rules, you can tackle even the most complex of problems.

Drawing on more than a decade of rigorous research, Sull and Eisenhardt provide a clear framework for developing effective rules and making them better over time. They find insights in unexpected places, from the way Tina Fey codified her experience working at *Saturday Night Live* into rules for producing *30 Rock* (rule five: never tell a crazy person he’s crazy), to Japanese engineers using the foraging rules of slime molds to optimize Tokyo’s rail system. This is the definitive playbook for living simply and efficiently in every sphere of life.

“*Simple Rules* . . . 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*

“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

“*Simple Rules* explains how we can manage to make meaningful progress in a world that exceeds human understanding . . . This is a harbinger of the information economy to come.” —Steve Jurvetson, managing director of Draper Fisher Jurvetson

A WASHINGTON POST LEADERSHIP BOOK TO WATCH FOR 2015 • A BLOOMBERG BUSINESSWEEK MUST-READ BOOK OF THE SUMMER

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Editorial Review

Review

One the *Washington Post's* Twelve Leadership Books to Watch for in 2015

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

“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.” — *Times* (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, best-selling author of *The No Asshole Rule* and coauthor 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

Whether you run an organization or are simply trying to survive modern life, this book is gold. Chris Anderson, curator of TED Talks

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Drawing on more than a decade of rigorous research, Sull and Eisenhardt provide a clear framework for developing effective rules and making them better over time. They find insights in unexpected places, from the way Tina Fey codified her experience working at *Saturday Night Live* into rules for producing *30 Rock* (rule five: never tell a crazy person he s crazy), to Japanese engineers using the foraging rules of slime molds to optimize Tokyo s rail system. This is the definitive playbook for living simply and efficiently in every sphere of life.

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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 formerly a professor at Harvard and the London Business School. He lives in Cambridge, Massachusetts.

KATHLEEN M. EISENHARDT is the S.W. Ascherman M.D. Professor of strategy at Stanford s School of Engineering and codirector of the Stanford Technology Ventures Program. She is the coauthor of the award-winning book *Competing on the Edge: Strategy as Structured Chaos* and has received numerous awards for her research. She lives in Palo Alto, California."

Users Review

From reader reviews:

Peter White:

The reserve untitled Simple Rules: How to Thrive in a Complex World is the reserve that recommended to you to study. You can see the quality of the reserve content that will be shown to you actually. The language that author use to explained their ideas are easily to understand. The writer was did a lot of study when write the book, hence the information that they share for your requirements is absolutely accurate. You also will get the e-book of Simple Rules: How to Thrive in a Complex World from the publisher to make you much more enjoy free time.

Curtis Wilson:

Your reading sixth sense will not betray anyone, why because this Simple Rules: How to Thrive in a Complex World reserve written by well-known writer whose to say well how to make book that may be understand by anyone who have read the book. Written within good manner for you, still dripping wet every ideas and composing skill only for eliminate your own hunger then you still skepticism Simple Rules: How to Thrive in a Complex World as good book not just by the cover but also with the content. This is one e-book that can break don't determine book by its cover, so do you still needing another sixth sense to pick that!? Oh come on your examining sixth sense already alerted you so why you have to listening to a different sixth sense.

Chad Wright:

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Ross Adams:

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