

The book was found

# The Laws Of Simplicity: Design, Technology, Business, Life Technology, Business, Life

BrillianceAudio

Unabridged

THE LAWS OF  
SIMPLICITY

DESIGN, TECHNOLOGY, BUSINESS, LIFE



John Maeda

*"Maeda is the Master of Simplicity"*

—Andrzej Rajdowski, BOARD OF MANAGEMENT, ROYAL PHILIPS ELECTRONICS



## Synopsis

Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design - guidelines for needing less and actually getting more. Maeda - a professor in MIT's Media Lab and a world-renowned graphic designer - explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is reduce. It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "failure: Some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products - how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "the one," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

## Book Information

Audible Audio Edition

Listening Length: 2 hours and 44 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Brilliance Audio

Audible.com Release Date: February 10, 2012

Whispersync for Voice: Ready

Language: English

ASIN: B0077PC45K

Best Sellers Rank: #6 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products #7 in Books > Audible Audiobooks > Arts & Entertainment > Design #26 in Books > Arts & Photography > Decorative

## Customer Reviews

I'm pretty fussy when it comes to purchasing books from . I have two conditions before purchasing any books. 1) It has to have a rating of more than 4 stars, 2) It cannot have a rating of 1. (Shows you the influential power of online word of mouth recommendation, 90% of consumers will buy based on recommendations from family and friends. This number does down to 70% for recommendations from strangers, which in my opinion is still high) However, since this was a required reading for my digital marketing class, " I drank the kool-aid".Having read other books written by Brian Solis, Larry Webber, Luke Williams and Chuck Martin in the last semester, I was expecting something amazing from John Maeda in "The Laws of Simplicity", especially since he is a Professor at MIT. Despite the weak reviews online from , I read the book with an open mind. I was even excited when I received it in the mail as the book was brilliantly designed. But as the old saying goes, "DO NOT JUDGE A BOOK BY IT'S COVER". Sad to say, I was disappointed with the book. The goal of the book is extremely worthwhile: to promote simplicity. It tries to do so in a small book, about 100 pages in small sized pages. However it is a major EPIC FAIL. Let me quickly take you through what I felt for each chapter.Chapter 1 + 2: Reduce + OrganizeMaeda takes you through the idea of SHE and how that by reducing and organizing the buttons on the Ipod will lead to success. While this chapter may be one of the better chapters, I personally feel it is another way of describing disruptive innovation. Innovation is creating products that make our life easier. Think of the the iPhone with its touch screen technology and its latest function Siri. Cars like Audi, Mercedes and BMW, start up with push of a button.

[Download to continue reading...](#)

The Laws of Simplicity: Design, Technology, Business, LifeDesign, Technology, Business, Life The Laws of Simplicity (Simplicity: Design, Technology, Business, Life) Simulation and Its Discontents (Simplicity: Design, Technology, Business, Life) The Laws of Love, Part One: 10 Spiritual Principles That Can Transform Your Life: Laws 1-5 (Pt.1) A Restatement of Rabbinic Civil Law Volume 1 Laws of Judges and Laws of Evidence The 8 Laws of Corporate America: The laws to moving through complicated situations and coming out on top. The Laws of the Ring: The Laws of the Cage from the California Kid Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Min: The New Simplicity in Graphic Design Blockchain: The Comprehensive Guide to Mastering the Hidden Economy: (Blockchain Technology, Fintech,

Financial Technology, Smart Contracts, Internet Technology) Tricia Foley Life/Style: Elegant Simplicity at Home Life Lessons from a Bad Quaker: A Humble Stumble Toward Simplicity and Grace A Quaker Book of Wisdom: Life Lessons In Simplicity, Service, And Common Sense Style & Simplicity: An A to Z Guide to Living a More Beautiful Life Deep Simplicity: Chaos, Complexity and the Emergence of Life (Penguin Press Science) Drills: Science and Technology of Advanced Operations (Manufacturing Design and Technology) The 10 Laws of Trust: Building the Bonds That Make a Business Great 10 Laws of Trust, The: Building the Bonds That Make a Business Great The Seven Laws of Guaranteed Growth: BITSING: The World's First Business Management Model that Guarantees Success Tax Smarts for Small Business: Maximize Your Deductions Using the Latest Changes to the Tax Laws

[Dmca](#)