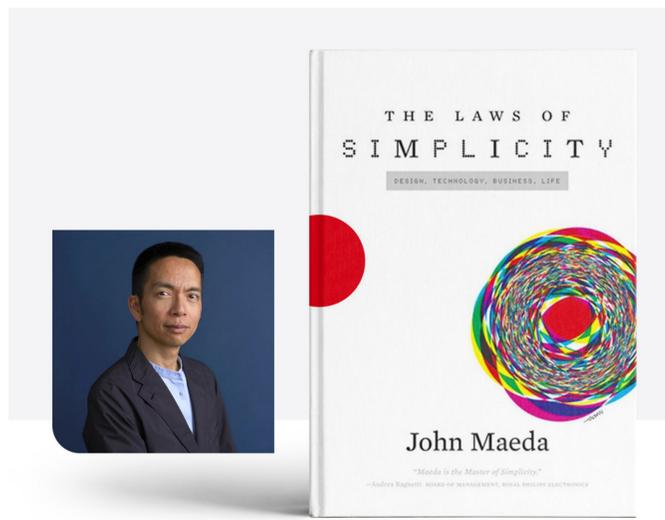


Recommended by Antonis Kocheilas, Global CEO, Ogilvy Advertising



Read & edited by Wim van Melick | Ogilvy Social.Lab Amsterdam

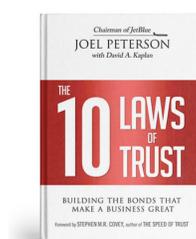
## The Laws of Simplicity

**Technology has made our lives more full, yet at the same time we've become uncomfortably "full".**

*Simplicity is about subtracting the obvious and adding the meaningful.* The hunt is on for simpler solutions, and you must be part of it, every day. People love what makes their lives simpler. Time of people is the essence. Both business and personal time. Savings in time feel like simplicity.

[Start reading](#)

The Global Reading Club also recommends:



## The 10 Laws of Trust

**Building the Bonds that Make a Business Great**

There are three elements on which *trust* is built: *Character*, people value our interests as their own. *Competence*, people having the intelligence, ability, and training to achieve goals. *Authority*, people are empowered to deliver on promises. A standard of mutual trust and respect, make the best ideas win and allow disagreement to generate even better ideas. Trusting teams working together achieve more than individual actions.

[Go to book](#)

## Join as an editor

*Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others.* — Quote by Susan Cain, American Author of the book 'Quiet'.

Learn how to read a book in a way, you will never forget the content. Enrich your life by joining The Global Reading Club as a reader/editor.

[Become a Reader/Editor](#)

Coming soon:



*Knowledge not applied is worthless...*

Please feel free to pass along this monthly Newsletter to colleagues and friends. Subscription is free. Contact us if you are interested in becoming a reader/editor.

[Share this newsletter](#)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).