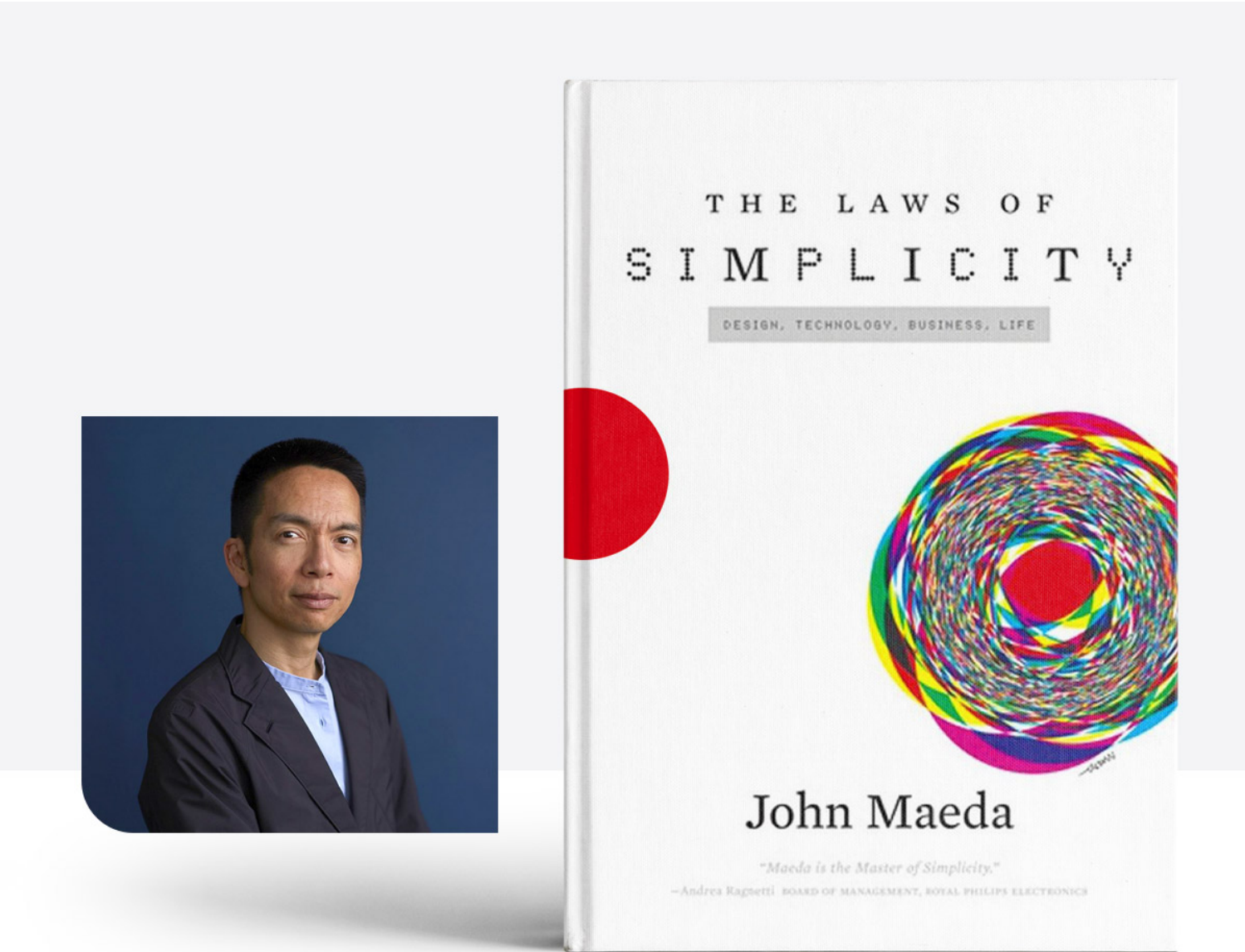


Recommended by Antonis Kocheilas, Global CEO, Ogilvy Advertising



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

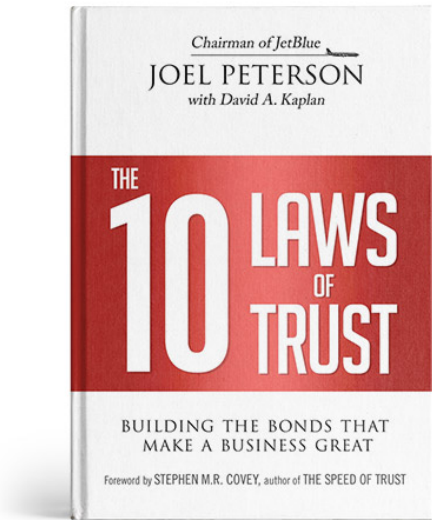
### The Laws of Simplicity

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.

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### 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.

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