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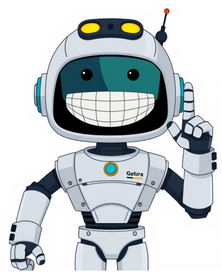

Simplexity: A New Theory on How Simple Things Become Complicated and Complex Ones Become Simpler ========== Kluger's theory, simplexity, holds that simple things can become unnecessarily complex over time, while complex ones can be simplified. The author explores how this happens and why, using examples from instructions, traffic flow, politics, and baby linguistics. Simplexity: A Book That Explores Complexity and Simplicity ========== I must admit, I wasn't entirely convinced by this book. I think I picked it up for my friend Marc, but after reading about 30 pages, I just didn't care anymore.....ugh. So, I put it down and moved on. However, despite not being particularly interested in the subject matter, I can see why someone might enjoy this book. It's entertaining, informative, and doesn't drag too much. The author, Jeffrey Kluger, explains a concept called simplexity, which is all about how our brains process complex information into something simple. He introduces various studies from different fields to illustrate this idea, including cognitive science and economics. While some might find it interesting, I didn't learn anything new that would change my perspective. Kluger's writing style is engaging, but the book doesn't have a strong thesis or conclusion. The chapters are more like short pieces of articles than cohesive essays. He explores how complexity can manifest in different areas, such as jobs and even personal relationships. However, it's not always clear what he's trying to say about simplicity and complexity. Overall, I'd give this book 4 stars because it fulfills its title and subtitle to some extent. It's an easy read that might spark some interesting thoughts, but it's not a must-read for anyone. If you're into science or business, you might find it fascinating, but otherwise, there are better books out there. One minor criticism is that the book doesn't fully deliver on its promises. The author doesn't provide direct explanations of how to make complex things simple, as advertised in the title. However, this didn't bother me too much, and I still enjoyed the read.the book is difficult to navigate because it jumps from one idea to another without making connections clear, and there are numerous errors in spelling and grammar. ========== Simplexity uses identical data points as Influencers but w inferior explanation & relevanceInteresting ThoughtsSpread of UK disease linked to one wellAmazon vs individual bookseller in noting preferences & recommendationsNot Particularly Pleased - the comment by Secretary of the Treasury James Baker III that caused the 1987 economic collapse (in reference to German interest rates) - in six and a half hours, $500B in American wealth was goneIf everyone is chasing the same dollar in the same way, it takes only a few players to cash out before all of the other shares start to lose value – bubble-poppingThe market starts stable and then collapses into instabilityThere is no correlation between news-making events and daily stock performancePeople will reject a 20% split share because it means the other person is getting 80% - average accepted bid is 43%In the 911 Towers, staff were told to stay in the second building (which was the right thing to do, considering the falling debris)Escape routes have to be reconfigured as it does not reflect the recent growth in obesityBy adding noise to the system, you add coherence to the flowPlane evacuation studies, where people are paid for their time, is a better representation of the hysteria in a real situationIn eliminating roads, congestion is increased in the short-term but is ultimately reduced in the long-term as people find alternative channelsPedestrian death rate at 35 miles per hour and greater is 80% - need the gradual grading so that emergency vehicles can continue at fast speedsGirls with an older, pregnant teenage sister are four to six times greater to get pregnant themselvesIn 1888, Benjamin Harrison won the electoral vote (233 to 168) but lost the popular voteColonel Blotto - war simulations by military collegesBest measure for judging the true complexity of a job is how easily it can be replaced by a machineThere is an upside-down complexity arc between blue-collar to white-collarInnovation Fulcrum - when you get to the point of maintaining such a growing selection of products, that it erodes the profits you make from selling themTiffany example where low price points drew in customers that soiled the experience for the high-end shoppers (who were far more profitable)Gap created a fatal mistake by entering lines and brands that customers did not associate with the Gap The business death process is that of humans - youth, aging, deathZipf's Law - most popular word in a passage will be double that of the next popular word and so on - works for city populations as wellThe more exposure we have to a game, the more we understand it; the more we understand it, the more complex we think it is (ego)Baseball and football have so many non-playing attributes that take it long and perceptually complexBaseball is four basic skills - throwing, hitting, fielding and runningWe get upset over the not likely to happen mad cow disease but not the more rampant heart disease that is created by eating beefProbability Neglect - over-estimating the things we dread and under-estimating the more obvious (function of numbers, comfort and action)Optimism Bias - convenient belief that risks that apply to others do not apply to ourselvesPeople of different languages are not talking faster; your untrained ear cannot follow so it is distortedThe quicker a child becomes adept at their mother tongue, the quicker their ability to pick up additional languages withersMoore's Law - computing power will double every eighteen monthsBar of Soap - an electronic device that changes functionality depending on how you are holding itAim wide and your efforts/money are wasted; aim well and the problem can be solvedFor every dollar spend worldwide to battle disease, ninety percent go to ills that threaten only 10% of the population (US controls the $ and they invest in their diseases)Bill Gates is investing in foundations that have reach (strict management of the budgets as well)March 7, 2010Early on, author Jeffrey Kluger notes the difficulty of pinning down what we mean by simplicity and complexity (Page 15): "Trying to distill all of this down to a working definition of just what simplicity is and just what complexity is has always been difficult." One approach—pure chaos and pure robustness at ends of a continuum. As one observer notes (Page 29):Simplexity: Simple Things Become Complex and Complex Things Simplify ========== The word simplexity is the title of this book, and it aims to explore how simple things can quickly become complex, while complex things can also simplify. The author, Kluger, provides examples such as groups of people making better decisions than individual ones, traffic engineers reducing traffic jams, and failed states being easy to model compared to multiparty states. The book "Simplexity" by Jeffrey Kluger attempts to explain complex systems in simple terms, covering a wide range of topics from the stock market to linguistics. While the book is engaging and easy to read, it sometimes feels like a collection of essays rather than a cohesive whole. Kluger's writing style is breezy and accessible, making the book hard to put down. However, some chapters feel dry and overly simplistic, and the book could have benefited from a more focused approach. Despite these limitations, the book provides a fascinating exploration of complex systems and their underlying dynamics. Kluger's enthusiasm for the subject matter is infectious, and he does a great job of highlighting the interconnectedness of different fields. Overall, "Simplexity" is a thought-provoking read that will appeal to anyone interested in understanding complex systems. The book's strength lies in its ability to make complex concepts accessible to a wide audience, and Kluger's writing style is a major contributor to this. He has a talent for storytelling and uses anecdotes and examples to illustrate key points, making the book an enjoyable read. While some readers may find the book's structure and organization to be somewhat lacking, the content itself is engaging and informative. Kluger's use of real-world examples and case studies adds depth and context to the book, making it a valuable resource for anyone looking to gain a deeper understanding of complex systems.Simplexity: A Book That Reveals the Hidden Complexity in Everyday Things ========== I recently finished reading a book that challenged my perception of simplicity and complexity. The title, Simplexity, was intriguing, and I was eager to explore the author's ideas on why some things become complex while others remain simple. The book offered various topics for discussion, including why it is hard to leave a burning building, how different animals have different life spans, and how skill level relates to pay level in the workforce. These examples made the book very readable and allowed me to think about the world from a different perspective. One chapter that fascinated me was the one discussing why young children can learn languages so much better than older people. The information provided was astonishing, and Kluger's theory offered a compelling explanation for this phenomenon. Although the book may fit into the genre of pop sociology or psychology, it was well-researched and written, providing some interesting insights. However, I must correct myself - I did not read this book. I actually read "Simplexity" by Jeffrey Kluger, which explored the idea that what seems simple can be complex, while complex things can be made simple. The original title was misleading, as it seemed to suggest that the book would provide a straightforward explanation for why some things become complex. However, Kluger's theory is more nuanced, and he provides examples of how complexity arises in various systems. One example that stuck with me was the comparison between a star and a guppy - both may seem simple at first glance, but they contain intricate complexities. Overall, I found the book to be engaging, although it did not offer any solutions to the problems it presented. However, it did bring up some thought-provoking points about fractals and the social metabolic rate, which I plan to explore further. The writing style was clear and concise, making the book easy to follow. However, I felt that the author could have provided more concrete evidence to support his theories. Nevertheless, Simplexity is a good read for those who enjoy light, pop business books.Malcolm Gladwell's Works on Advanced Business Complexity and More ========== Looking forward to seein everyone at the meeting tomorow and discussin our strategies, let's dive into Malcolm Gladwell's works on advanced business complexity. His book, The Tipping Point: How Little Things Can Make a Big Difference, starts with the story of John Snow, a physician who helped pinpoint the source of a cholera outbreak by creating a map of the infected and their daily activities. The culprit? An infected water pump being used by almost all of the sick people. The book answers questions like "why do ten percent of all healthcare cases consume ninety percent of the budget?" and "why is a CEO's job simpler to perform than the jobs of the workers employed at the CEO's firm?" Gladwell challenges us to look deeper into everyday systems and problems, offering a well-written book that doesn't stop there. Another book by Gladwell, Outliers: The Story of Success, begins with a quote from Murray Gell-Mann, saying "It's the region between order and disorder that gives you complexity, not the order and disorder at the ends." Part of his thesis is that so much interaction happens, making it difficult to analyze all that's going on. He argues that some kind of 'balanced state' is being achieved. Gladwell examines the effects of scale in living things, particularly how long they live, and whether this can be extended from organisms to organizations. He also devotes a chapter to examining why people are notoriously bad at assessing risks. Kluger's work on simplicity and complexity applies to various topics, including the problems we face when everyone is following trends. The final chapter of his book Simplexity: The Simple Rules of a Complex World looks into how complexity science can be applied to the arts. While Gladwell's works don't introduce a groundbreaking new concept, they provide an easy-to-read and well-researched introduction to the complexities of our world, challenging our "common sense" and flawed learning, offering interesting information on simplicity and complexity in natural processes. ==========The intricate balance of simplicity and complexity is a phenomenon that has fascinated Jeffrey Kluger in his book "Simplexity: The Simple Rules of a Complex World". He delves into various subjects such as human behavior, organizational management, biology, physics, art, and more, to understand how the simplest rules can lead to astonishingly complex outcomes. Kluger begins by examining the consequences of following trends, whether it be in leaving a burning building or investing in the stock market. He also explores the effects of scale on living organisms, including their lifespan, and attempts to extend these findings to organizations. The author highlights that people struggle with assessing risks, which is why he dedicates an entire chapter to this topic. Another area of focus is tackling poverty, how babies learn to talk, and the complicated instructions for gadgets. The final chapter asks whether complexity science can be applied to art, but surprisingly, Kluger's book does not introduce a groundbreaking new concept as claimed on its cover. Instead, it offers an easy-to-read exploration of various subjects. However, there is a notable drawback: the book lacks recommendations for further reading and even an index, rendering it unsuitable for those seeking in-depth knowledge or wanting to explore topics beyond its scope. Nevertheless, "Simplexity" provides a decent introduction to these subjects and can be suitable for light reading. Throughout the book, Kluger reveals intriguing paradoxes that challenge our perception of complexity, such as how simple houseplants may be more intricate than manufacturing plants, while sentences can be richer than books or couplets more complicated than songs. This understanding is part of a new science known as simplexity, which seeks to redefine our perspective on the world and improve our lives across various fields. By adopting this view, we can better appreciate the intricate patterns that govern our world, often hidden from us due to our tendency to be fooled by our instincts or fear. Kluger showcases how simple concepts like a drinking straw can save thousands of lives or how arithmetic governs abstract art and physics drives jazz.Simplexity: A Theory of Everything That Will Challenge Our Models for Modern Living ========== Looking forward to seein everyone at the meetin tomorow and discussin our strategies in deatil. However, before we start, I want to share with you an idea that has been on my mind lately. You know how often we try to avoid things that seem too complicated or difficult? Well, today I want to show you that complexity is not always a bad thing. In fact, it can be a key to understanding many aspects of our world. One example that comes to mind is the humble drinking straw. It may seem like a simple object, but did you know that it can save thousands of lives? By analyzing the flow of liquids through the straw, researchers have found ways to design systems that can conserve water and reduce waste. This is just one example of how simplicity can lead to complex solutions. Another area where complexity plays a key role is in economics. Many investors behave like atoms, meaning they make decisions based on instinct rather than careful analysis. However, by studying these behaviors, researchers have found ways to optimize investment strategies and increase returns. It's amazing to think that the key to success lies not in complex formulas or algorithms, but in simple rules. In addition to economics, complexity is also at play in art and music. For example, jazz musicians often use mathematical principles to create complex harmonies and melodies. Meanwhile, abstract artists are finding new ways to simplify their work by using geometric shapes and patterns. As simplexity moves from the research lab into popular consciousness, it will challenge our models for modern living. It will force us to rethink our assumptions about complexity and simplicity, and to find new ways to apply these principles in our daily lives. So, what is simplexity? Simply put, it's the idea that complexity can emerge from simplicity. By studying complex systems and finding patterns, we can gain a deeper understanding of how they work and make predictions about their behavior. This connection between complexity and simplicity is the framing thread for this new science. The Santa Fe Institute has been at the forefront of this research, and its findings are presented in Jeffrey Kluger's book Simplexity. The examples he describes are fascinating, ranging from the spread of disease to the complexity of different types of jobs. However, I have to say that I was a bit disappointed with the book. While it did an excellent job of describing various aspects of complexity science, it didn't delve deeper into the underlying science itself. I wanted more insight into how complex systems are studied, classified, and characterized. Despite this, I do agree that simplexity is an exciting field that has the potential to revolutionize many areas of our lives. By embracing complexity and simplicity in equal measure, we can create new technologies, optimize our economies, and find new ways to express ourselves creatively.