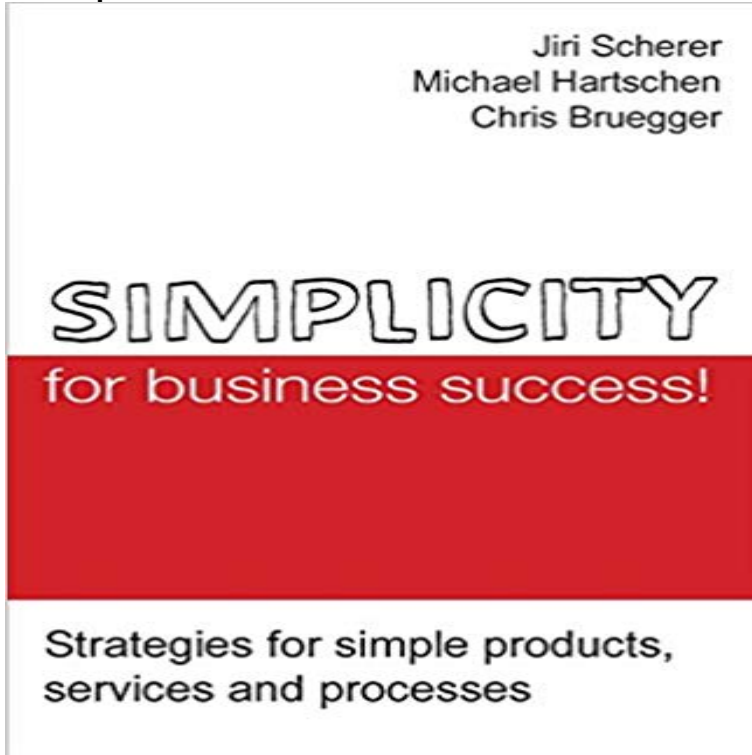


# Simplicity for business success!: Strategies for simple products, services and processes



The world is becoming increasingly complex. Competition means that products are puffed up with additional functions and features. Services are extended and offered in many different variants. This complexity results in a high expenditure of time, increased error proneness and leads to more customer queries and complaints. However, customers love simple products and services. Simple business processes make life easier. In *Simplicity for business success!* 5 principles and 14 strategies outline how to make products, services and processes simpler. Numerous examples assist in the implementation.

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