

IN PURSUIT OF ELEGANCE

MATTHEW E. MAY

Read by Malcolm Hillgartner

What made *The Sopranos* finale one of the most talked about events in television history? Why is Sudoku so addictive and the iPhone so darned irresistible? What do Jackson Pollock and Lance Armstrong have in common with theoretical physicists and Buddhist monks? The answer is elegance.

Matthew May explores why certain events, products, and people capture our imaginations and our loyalty. Defining elegance as the elusive combination of unusual simplicity and surprising power, he pinpoints the four key elements that characterize it—seduction, subtraction, symmetry, and sustainability—illustrating why what's "not there" often matters more than what is. He also sheds light on the need for elegance in design, engineering, physics, art, urban planning, sports, and work.

MATTHEW E. MAY, a graduate of the Wharton School of Business, is the author of the critically acclaimed *The Elegant Solution*. A popular speaker, he lectures on ingenuity and innovation to corporations, governments, and universities around the world. He spent nearly a decade advising Toyota, and his articles and profiles have appeared in *USA Today*, *Strategy & Business*, the *Wall Street Journal*, and on CNN and National Public Radio. He lives in Lake Sherwood, California.



MALCOLM HILLGARTNER is an actor, author, playwright, and professional narrator. He and his wife, Jahna Beecham, have written over one hundred books for young readers under the name Jahna N. Malcolm, and their musicals have played in theaters across America. His audiobook credits include works by Dean Koontz, Nelson Algren, and William F. Buckley Jr.

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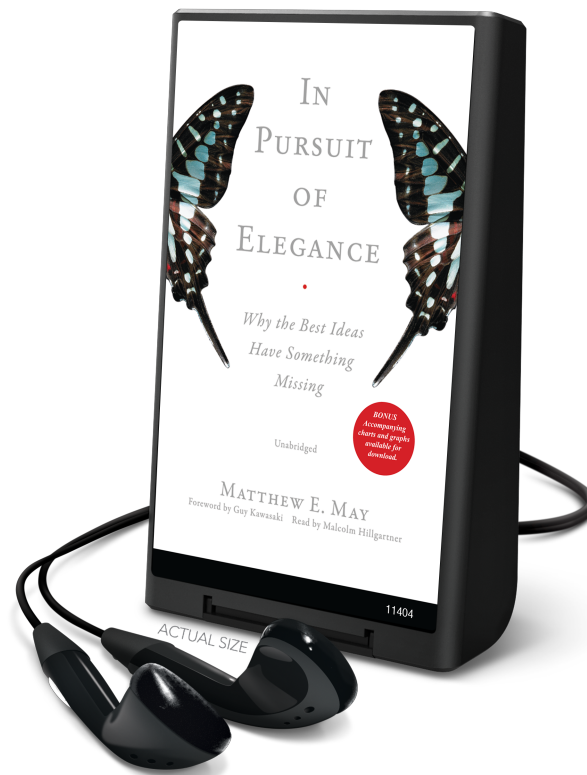
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