Modular import

```
index.js

// bad
import _ from lodash';

_.merge(object, other);

// good
import merge from lodash.merge';

merge(obj1, obj2);
```

Webpack 2 Tree Shaking

```
math.js

// isn't used at all
export function square(x) { return x * x; }

// gets included
export function cube(x) { return x * x * x; }
```

```
index.js

import { cube } from './math.js';
```

https://webpack.js.org/guides/tree-shaking/