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The obsession with Simplicity is what separates Apple from other technology companies. Its what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011. Thanks to To Steve Jobs, Simplicity was a religion.

[Insanely Simple: The Obsession That Drives Apple's Success](#)

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Summary: Insanely Simple – The Obsession That Drives Apple ' s Success by Ken Segall If Apple ' s success with simplicity is so obvious and financial results are equally obvious, why on earth other technology competitors aren ' t simply copying Apple ' s methods to achieve the same level of success? The quick answer is that it ' s not easy.

Summary: Insanely Simple - The Obsession That Drives Apple

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The idea of going simple, and Jobs ' s obsession with it, is neither a set of rules nor a goal, but a worldview of how things should be and should proceed. Presenting simple from almost every angle (advertising slogans, product names,

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product lines, group sizes), Segall shows how simple has propelled Apple, creating powerful changes within the company.

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Insanely Simple: The Obsession That Drives Apple's Success

- Think Minimal: Distilling choices to a minimum brings clarity to a company and its customers—as Jobs proved when he...
- Think Small: Swearing allegiance to the concept of “small groups of smart people” raises both morale and productivity. ...



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## Insanely Simple: The Obsession That Drives Apple's Success

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Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

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Insanely Simple: The Obsession That Drives Apple ' s Success. The world has never seen a success story quite like Apple ' s. Facing bankruptcy in 1997, Apple became the world ' s most valuable company just 14 years later. It ' s a story of great vision, design, engineering and marketing. But Apple had one important advantage that tied all of these things together—Steve Jobs ' s love of simplicity.

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In Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster, sometimes saving millions in the process.

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According to Ken Segall's new book, "Insanely Simple," Steve Jobs loved the PowerMac G4 Cube, but had to let it die. Here ' s an exclusive excerpt from a new book about Steve Jobs and Apple by...

### Insanely Simple: The Obsession That Drives Apple ' s Success ...

I am a University of Baltimore Student and I read “ Insanely Simple: The Obsession That Drives Apple ' s Success ” by Ken Segall for a Class Assignment. Segall, an advertising executive, shares his personal experiences as he watched Steve Jobs build a company around the idea of simplicity.

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The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011. Thanks to Steve Jobs's uncompromising ways, you can see Simplicity in everything Apple does: the way it's structured, the way it innovates, and the way it speaks to its customers.

### Insanely Simple: The Obsession That Drives Apple's Success

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Simplicity isn't just a design principle at Apple—it's a value that permeates every level of the organization. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from

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near death in 1997 to become the most valuable company on Earth in 2011. Thanks to Steve Jobs ' s uncompromising ways, you can see Simplicity in everything Apple does: the way it ' s structured, the way it innovates, and the way it speaks to its customers.

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