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The obsession with

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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.

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If Apple's success with  
simplicity is so obvious  
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Summary: Insanely Simple - The Obsession That Drives Apple ...

The idea of going simple, and Jobs's

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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, product  
lines, group sizes),  
Segall shows how  
simple has propelled  
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powerful changes within

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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

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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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world has never seen a  
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Apple's. Facing  
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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

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had one important  
advantage that tied all of  
these things  
together—Steve Jobs's  
love of simplicity.

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According to Ken  
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Steve Jobs loved the  
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I am a University of  
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read “Insanely Simple:  
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Success” by Ken Segall  
for a Class Assignment.  
Segall, an advertising  
executive, shares his  
personal experiences as

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he watched Steve Jobs  
build a company around  
the idea of simplicity.

## Apples Success

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uncompromising ways,  
you can see Simplicity  
in everything Apple  
does: the way it's  
structured, the way it  
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it speaks to its  
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Simplicity isn't just a design principle at

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Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997

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