

Insanely Simple The Obsession That Drives Apples Success Ken Segall

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Insanely Simple The Obsession That

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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.

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

Insanely simple book: it pretends to talk about Steve Jobs, when it explains the power of Simplicity, the power of focus, the power of values, and moreover the power of "Keep It Simple Stupid". This is refreshing, and gave me some basis to understand more on the ads I see each and everyday, and also tools to measure their efficiency, or rank our job at a communication agency.

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

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. You'll also learn, for example, how to:

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Here's an exclusive excerpt from a new book about Steve Jobs and Apple by ex-advertising Mad Man, Ken Segall. The book is called Insanely Simple: The Obsession That Drives Apple's Success, and ...

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

Insanely Simple reveals the secret of Steve Jobs's success with such clarity, even we non-geniuses can make use of it. ... 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.

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

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.

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Books | Ken Segall

Editions for Insanely Simple: The Obsession That Drives Apple's Success: 1591844835 (Hardcover published in 2012), (Kindle Edition published in 2012), 06...

Editions of Insanely Simple: The Obsession That Drives ...

Insanely Simple- Page 1 MAIN IDEA Simplicity works. It is the obsession which has driven Apple to its stunning success - thanks to the fact that to Steve Jobs, simplicity was a religion. He personified and preached simplicity and was its most fervent and consistent advocate within Apple's management team. Jobs was famous for wielding the ...

The Obsession That Drives Apple's Success

Insanely simple is a book that values simplicity. It tells how simplicity drives success and how it has molded apple into what it has grown to become. How it happened, the techniques skills, actions, and decisions are all described in this book.

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