



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

*Ken Segall*

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

Simplicity isn't just a design principle at Apple—it's a value that permeates every level of the organization. It's what helped Apple recover from near death in 1997 to become the most valuable company on earth in 2012.

As ad agency creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical marketing campaigns as "Think Different" and naming the iMac.

This book makes you 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.

Segall brings Apple's quest for Simplicity to life using fascinating (and previously untold) stories from behind the scenes. Through his insight and wit, you'll discover how companies that leverage this power can stand out from competitors—and individuals who master it can become critical assets to their organizations.

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