

Insanely Simple: The Obsession That Drives Apple's Success

By Ken Segall

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

Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall Bibliography

- Sales Rank: #112843 in Books
- Published on: 2013-04-30
- Released on: 2013-04-30
- Original language: English
- Number of items: 1
- Dimensions: 8.39" h x .61" w x 5.44" l, .48 pounds
- Binding: Paperback
- 256 pages

 [Download Insanely Simple: The Obsession That Drives Apple's ...pdf](#)

 [Read Online Insanely Simple: The Obsession That Drives Apple ...pdf](#)

Download and Read Free Online *Insanely Simple: The Obsession That Drives Apple's Success* By Ken Segall

Editorial Review

From [Booklist](#)

Segall worked with Steve Jobs for 12 years, as creative director at Apple and NeXT Computer, and also spent time as agency global creative director at Dell, IBM, Intel, and BMW. As the man who came up with the iconic iMac name, which launched one of the most successful product lines in history, Segall played a pivotal role in reviving Apple from near death. His close working relationship with Jobs allows him to provide insight into how Jobs' obsession with simplicity became the driving force that informs every decision the company makes to this day, from product design to advertising, even down to the packing boxes. Segall contrasts this Apple mind-set with those of companies like Dell, Intel, and Microsoft, where complexity and a dizzying array of product choices only serve to confuse and distract customers. His recounting of high-level meetings, ad campaigns, and product-naming sessions reveals much about how Jobs' unyielding, brutally honest approach pushed aside rivals, teams of lawyers, and everyone else who said it couldn't be done to remake Apple into one of the most admired and valuable companies in the world. -- David Siegfried

Review

"A blueprint for running a company the Steve Jobs way . . . should be required reading for anyone interested in management and marketing."

—*The Times* (London)

"Gets inside Apple's branding and marketing to explain its directness and power."

—*Financial Times*

"Required reading."

—*The Observer*

"Ken Segall has literally captured lightning in a bottle. *Insanely Simple* reveals the secret of Steve Jobs's success with such clarity, even we non-geniuses can make use of it. Ken shows us how to cut through the cobwebs of fuzzy thinking, bureaucracy and mediocrity, and clearly see what's most essential—and therefore most important."

—Steve Hayden, legendary Apple creative director, author of the "1984" Super Bowl commercial

About the Author

KEN SEGALL worked closely with Steve Jobs as ad agency creative director for NeXT and apple. He was a member of the team that created apple's legendary "Think Different" campaign, and he's responsible for that little "i" that's a part of apple's most popular products. Segall has also served as agency creative director for IBM, Intel, Dell, and BMW.

Users Review

From reader reviews:

Robert Frye:

Do you have favorite book? When you have, what is your favorite's book? E-book is very important thing for us to be aware of everything in the world. Each e-book has different aim as well as goal; it means that reserve has different type. Some people truly feel enjoy to spend their time to read a book. They can be reading whatever they acquire because their hobby will be reading a book. Think about the person who don't like studying a book? Sometime, man feel need book once they found difficult problem or exercise. Well, probably you will need this Insanely Simple: The Obsession That Drives Apple's Success.

Randy Johnson:

As we know that book is vital thing to add our understanding for everything. By a book we can know everything we wish. A book is a pair of written, printed, illustrated or maybe blank sheet. Every year ended up being exactly added. This publication Insanely Simple: The Obsession That Drives Apple's Success was filled about science. Spend your spare time to add your knowledge about your scientific research competence. Some people has distinct feel when they reading any book. If you know how big benefit of a book, you can experience enjoy to read a publication. In the modern era like now, many ways to get book that you just wanted.

Teresa Propst:

A lot of publication has printed but it is unique. You can get it by internet on social media. You can choose the top book for you, science, comedy, novel, or whatever through searching from it. It is referred to as of book Insanely Simple: The Obsession That Drives Apple's Success. You can add your knowledge by it. Without leaving behind the printed book, it may add your knowledge and make you happier to read. It is most important that, you must aware about reserve. It can bring you from one location to other place.

Roberta Swinton:

Some individuals said that they feel weary when they reading a e-book. They are directly felt the idea when they get a half parts of the book. You can choose typically the book Insanely Simple: The Obsession That Drives Apple's Success to make your personal reading is interesting. Your own personal skill of reading skill is developing when you similar to reading. Try to choose easy book to make you enjoy to see it and mingle the opinion about book and studying especially. It is to be initial opinion for you to like to wide open a book and read it. Beside that the e-book Insanely Simple: The Obsession That Drives Apple's Success can to be a newly purchased friend when you're sense alone and confuse using what must you're doing of this time.

**Download and Read Online Insanely Simple: The Obsession That
Drives Apple's Success By Ken Segall #ROG61PTCYB2**

Read Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall for online ebook

Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall books to read online.

Online Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall ebook PDF download

Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall Doc

Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall Mobipocket

Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall EPub

ROG61PTCYB2: Insanely Simple: The Obsession That Drives Apple's Success By Ken Segall