



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

By Ken Segall

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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

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### Editorial Review

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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.

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