## The book was found

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

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



## Synopsis

To Steve Jobs, Simplicity was a religion. It was also a weapon. Simplicity isn't just a design principle at Apple - it's a value that permeates every level of the organization. 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' 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. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. 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. By naming the iMac, he also laid the foundation for naming waves of i-products to come. Segall has a unique perspective, given his years of experience creating campaigns for other iconic tech companies, including IBM, Intel, and Dell. It was the stark contrast of Apple's ways that made Segall appreciate the power of Simplicity - and inspired him to help others benefit from it.

#### Book Information

**Audible Audio Edition** 

Listening Length: 7 hours and 5 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Random House Audio

Audible.com Release Date: May 1, 2012

Language: English

ASIN: B007Z9686O

Best Sellers Rank: #155 in Books > Business & Money > Industries > Computers & Technology

#223 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #243

in Books > Business & Money > Management & Leadership > Strategy & Competition

### Customer Reviews

As Hannibal Lector explains to Clarice Starling in The Silence of the Lambs, the Roman emperor and philosopher, Marcus Aurelius, endorsed the idea of focusing on the essence of a subject. The French later formulated the concept of the précis. Still later, Oliver Wendell Holmes observed, "I would not give a fig for simplicity on this side of complexity but I would give my life for simplicity on the other side of complexity." All this serves to create a context, a frame of reference, for Ken Segall's brilliant analysis of what drove Steve Jobs to create an insanely great company that

continues to produce insanely great products. As Segall explains, "Simplicity doesn't spring to life with the right combination of molecules, water, and sunlight. It needs a champion - someone who's willing to stand up for its principles and strong enough to resist the overtures of Simplicity's evil twin, Complexity. It needs someone who's willing to guide a process with both head and heart." These are among the passages, themes, and concepts that caught my eye throughout Segall's lively and eloquent narrative:o Standards Aren't for Bending (Pages 15-16)o Small Groups = Better [Collaborative] Relationships (35- 38)o The Perils of Proliferation (52-54)o Thinking Different vs. Thinking Crazy (74-77)o Simplicity's Unfair Advantage (93-95)o Never Underestimate the Power of a Word (123-125)o Death by Formality (132-135)o Technology with Feeling (138-140)o Ignoring the Naysayers: Inventing the Apple Store (180-184)I have read all of the books written about Steve Jobs and Apple and reviewed most of them.

I picked up this book with high expectations, but once I read half-way through, I was impatiently waiting for the end, and was relieved when I finished it. Much of the book is unthinking adulation of Steve. I like and respect Steve as much as anyone, but I don't want read 200 pages of what comes off as a somewhat unthinking worship of the man. There's little new here for someone who has followed Steve's life, or read his stories, or read Walter Isaacson's book (which I recommend over this one any day). Speaking of which, there's none of the criticism of Steve that "Jobs" had, without which this book ends up sounding like one-sided fan worship, and not insightful at that, either. The book has a little too much of "us vs them" undertones for my taste, as if it's from an Apple fanboy blog like Daring Fireball or Marco. By all means, point out where other companies fail, but don't be so disdainful of other companies. Most of the chapters contain little substance and could just as well be expressed in a single page. The conclusion, where the author summarizes each chapter in half a page, is perhaps the most interesting part of the book. But even that was too long, to be honest. The other flaw with this book (and I read this criticism elsewhere) is that it chooses one theme -simplicity -- and attributes all of Steve and Apple's successes to it, in the typical MBA style. This is a stretch. One could just as well credit any of the other gifts Steve had for this -- one could image books titled High Standards, Taste, An Eve For Detail, How to Inspire People, etc. Some of the author's conclusions are also open to debate with the passage of time and change of market conditions.

#### Download to continue reading...

Insanely Simple: The Obsession that Drives Apple's Success Design Like Apple: Seven Principles for Creating Insanely Great Products, Services, and Experiences Give and Take: Why Helping

Others Drives Our Success Power of Peers: How the Company You Keep Drives Leadership, Growth, and Success Opening a Boutique Guide: A Simple Guide to Boutique Success Part II (How to Open a Boutique: The Simple Guide to Boutique Success Volume 2) Coconut Oil and Apple Cider Vinegar Handbook: Use Coconut Oil and Apple Cider Vinegar for Healing, Curing, Beauty, and Glowing Radiant Skin Creative Haven Insanely Intricate Entangled Landscapes Coloring Book (Adult Coloring) Creative Haven Insanely Intricate Shall We Dance? Coloring Book (Adult Coloring) Steve Jobs: Insanely Great iOS Apps for Masterminds: How to take advantage of Swift to create insanely great apps for iPhones and iPads Alkaline Diet Cookbook: Lunch Recipes: Insanely Delicious Alkaline Plant-Based Recipes for Weight Loss & Healing (Alkaline Recipes, Plant Based Cookbook, Nutrition) (Volume 2) Are You Smart Enough to Work at Google?: Trick Questions, Zen-like Riddles, Insanely Difficult Puzzles, and Other Devious Interviewing Techniques You ... Know to Get a Job Anywhere in the New Economy The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience Revolution in The Valley: The Insanely Great Story of How the Mac Was Made Revolution in The Valley [Paperback]: The Insanely Great Story of How the Mac Was Made Electrical Machines, Drives and Power Systems Immortality: The Quest to Live Forever and How It Drives Civilization Line Drives: 100 Contemporary Baseball Poems (Writing Baseball) The Most Scenic Drives in America, Newly Revised and Updated: 120 Spectacular Road Trips Understanding Oil Prices: A Guide to What Drives the Price of Oil in Today's Markets (The Wiley Finance Series)

<u>Dmca</u>