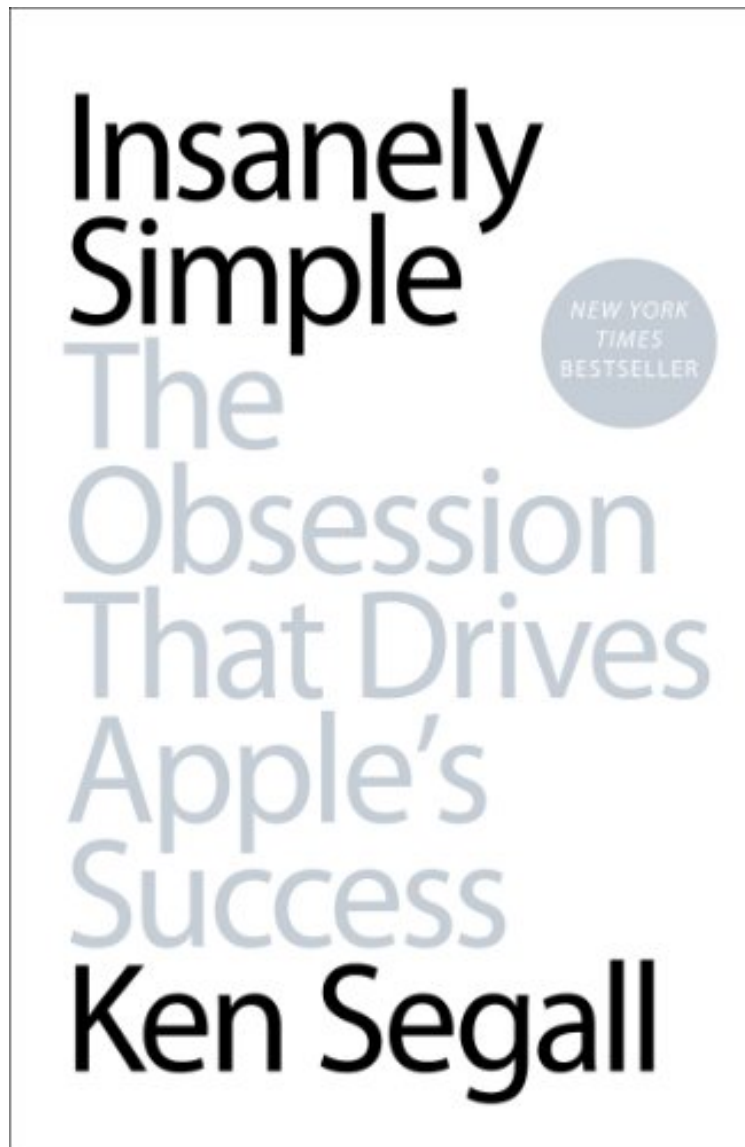


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Insanely Simple: The Obsession That Drives Apple's Success

Ken Segall

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Ken Segall : Insanely Simple: The Obsession That Drives Apple's Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Insanely Simple: The Obsession That Drives Apple's Success:

1 of 1 people found the following review helpful. Idquo;Insanely Simplehellip;rdquo; was recommended to me as a complimentary readingBy Jason WadasAs a current student at the University of Baltimore enrolled in its Entrepreneurial Experience course, Idquo;Insanely Simplehellip;rdquo; was recommended to me as a complimentary reading. After reading, it was clear to see why as this book gives good insight into how Apple revolutionized its

industry as well as influencing countless others with its model of simplicity. Each chapter breaks down a point in Apple's system of simplicity with ideas being conveyed such as think brutal, think casual, think human, etc. It also gives a good look into how meetings took place with then CEO Steve Jobs, and how these meetings would differ from other companies which not only was entertaining to read about, but also very insightful as it really almost teaches that meetings do not have to be conducted in the status quo. The only thing that I didn't like about the book was it seemed repetitive at times with its message about simplicity, but even this drawback in my opinion serves a purpose as the author is trying hard to convey that the model of simplicity is the way to run a business. I would recommend reading this book if you are interested at all in Entrepreneurship or a current student, and also any other current students or anyone interested at all in business or Apple in general. It's a nice, easy read and easy to digest the numerous knowledge that is within. This book is especially helpful to entrepreneurship students as it breaks down a great model of how to start up and run a business while maintaining simplicity. As evidenced by Apple's enormous success this model should not be taken lightly.

0 of 0 people found the following review helpful. Simple, electric narrative

By Nakia Brown

Insanely Simple reads as a vibrant, narrative modern business book. A book that is white and glassy. A book that is large and iconic. Positioning complexity as the villain of success, Segall focuses on the importance of simplicity. Segall's admiration of Jobs cannot be understated. Jobs's influence on Segall supports many philosophies he proposes and is the source of his many patterns of thought. At the same time, Segall has the ability to point out the flaws in Jobs and exercises this ability at various times, while discussing the hardship of maintaining simplicity.

Segall, worked as a marketing provider to Apple and many other large IT companies such as Dell and Intel. He derives many of his stories from his work experience with multiple companies, and compares and contrasts the practices of particular companies and the outcome. For instance, Segall explores when Jobs decided that Apple needed a new branding campaign and was able to launch the "think different" campaign within a month, while its competitor, Dell, had not created a successful campaign after 6 months.

The "simple stick" idea is explored through this narrative, providing real life experiences and not shabby, outdated business models and also shows the importance of utilizing the "simple stick" in marketing. Segall's admiration for Jobs created a narrative-style book, full of stories that allowed the reader to see how Jobs worked and what in turn worked for the company. However, there are various times through the book, where the author's admiration did not allow him to think outside of this context and easily could be comprehended as "What would Apple Do?" theme.

Overall, the insight into Apple was extremely helpful; however ironically, the book could use some simplifying. If one is able to filter out the lessons from the stories, it may be helpful, but if one would like a step-by-step guide for management, marketing and positive business practices, this may not be a practical resource. I am a University of Baltimore student, enrolled in an entrepreneurship course and this was one of my recommended reading. I enjoyed this book and would recommend this for nascent business owners and other entrepreneur students as the marketing strategies discussed could provide a plethora of ideas that one continue building upon.

1 of 1 people found the following review helpful.

UB Student: Insanely Simple

By Maria D.

I am a University of Baltimore Student and I read "Insanely Simple: The Obsession That Drives Apple's Success" by Ken Segall for a Class Assignment. Segall, an advertising executive, shares his personal experiences as he watched Steve Jobs build a company around the idea of simplicity. Steve Jobs believed simplicity returned the best results, and you see through these untold stories that he did whatever he had to do to achieve simplicity. Segall gives 10 elements of simplicity that drives Apple's success, illustrated through inside stories of Apple and Steve Jobs. Segall stresses that simplicity is not easy. He takes you through different campaigns of Apple that were a success, or even a failure, which helps you learn even through the mistakes of Apple. I enjoyed how Segall gave advice to the reader through personal experience and stories, which helped paint a picture of Simplicity. The stories reflected the 10 elements Segall stressed, which were the solution to achieving simplicity. Even though the stories were interesting, as I got halfway through the book I felt that the book was beginning to become repetitive. Segall used many words and stories that were similar, repeated, or unneeded. For each element he used several stories to portray the main idea, however it could have been done in one story with one explanation. This book is useful to other entrepreneurship students because it is a How-to manual without the lecture. It is a very interesting book, especially for Apple fans. It is very intriguing to read about Steve Jobs and how he built Apple with the idea of Simplicity.

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'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. 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. 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:

- Think Minimal: Distilling choices to a minimum brings clarity to a company and its customers—as Jobs proved when he replaced over twenty product models with a lineup of four.
- Think Small: Swearing allegiance to the concept of "small groups of smart people" raises both morale and productivity.
- Think Motion: Keeping project teams in constant motion focuses creative thinking on well-defined goals and minimizes distractions.
- Think Iconic: Using a simple, powerful image to symbolize the benefit of a product or idea creates a deeper impression in the minds of customers.
- Think War: Giving yourself an unfair advantage—using every weapon at your disposal—is the best way to ensure that your ideas survive unscathed.

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.

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's 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's 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 "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 creative director for IBM, Intel, Dell, and BMW. He blogs about technology and marketing at kensegall.com/blog, and has fun with it all at scoopertino.com. Follow Segall on Twitter: @ksegall.