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Segall*

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Insanely Simple: Book review. This book, by one of Apple's ad-agency creatives, explores the company's Steve Jobs-driven philosophy of keeping things simple.

Insanely Simple: Book review | ZDNet

The relationship we would have over the years ahead would always remain that simple. Steve didn't like Complexity in his working relationships any more than he liked extra buttons on his iPod." — Ken Segall, Insanely Simple: The Obsession That Drives Apple's Success

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'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs, BusinessWeek , May 25, 1998 To Steve Jobs, Simplicity wasn't just a design princ...

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This is a good approach. As leaders, if we have too complex a solution to a complex problem, we get mired in the execution. Segall shows us how addressing the brutal facts, getting to the essence of the challenge, and ultimately arriving at a simple, executable solution is at the heart of Apple's business model.

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