

Insanely Simple The Obsession That Drives Apples Success

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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.

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Insanely simple book: it pretends to talk about Steve Jobs, when it explains the power of Simplicity, the power of focus, the power of values, and moreover the power of "Keep It Simple Stupid". This is refreshing, and gave me some basis to understand more on the ads I see each and everyday, and also tools to measure their efficiency, or rank our job at a communication agency.

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

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Insanely Simple- Page 1 MAIN IDEA Simplicity works. It is the obsession which has driven Apple to its stunning success - thanks to the fact that to Steve Jobs, simplicity was a religion. He personified and preached simplicity and was its most fervent and consistent advocate within Apple's management team. Jobs was famous for wielding the ...

The Obsession That Drives Apple's Success

Insanely simple is a book that values simplicity. It tells how simplicity drives success and how it has molded apple into what it has grown to become. How it happened, the techniques skills, actions, and decisions are all described in this book.

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