

Insanely Simple: The Obsession That Drives Apple's Success By Segall, Ken Published By Portfolio Hardcover (2012) Hardcover

Insanely Simple - The Obsession That Drives -

Insanely Simple - The Obsession That Drives Apple's Success (Hardcover) / Author: Ken Segall ; 9781591844839 ; Information technology industries, Media,

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Insanely simple : the obsession that drives Apple's success. Introduction -- The simple stick -- Think brutal -- Think small -- Think minimal -- Think motion

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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

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Ken Segall is the author of Insanely Simple: The Obsession That Drives Apple's Success. He regularly blogs about technology and marketing at

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"Insanely Simple: The Obsession That Drives Apple's Success" is written by Ken Segall and published by Portfolio Hardcover. Segall, an ad agency creative director

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