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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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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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Ken Segall. Insanely Simple. The Obsession that -

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