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Simplicity isn't just a design principle at Apple—it's a value that permeates every level of the organization. It's what helped Apple recover from near death in 1997 to become the most valuable company on earth in 2012. As ad agency creative director, Ken Segall

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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

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is neither a set of rules
nor a goal, but a
worldview of how things
should be and should
proceed.

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Here's an exclusive excerpt from a new book about Steve Jobs and Apple by ex-advertising Mad Man, Ken Segall. The book is called Insanely Simple: The Obsession That Drives Apple's Success, and ...

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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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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

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example, how to:

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perform better and
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I spoke to Ken about his
new book, Insanely
Simple: The Obsession
That Drives Apple's
Success, which comes
out this Thursday. He
talked about the impact

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Ken Segall put the 'i' in

iPad. Now he explains

why simplicity is the

secret of Apple's success

in Insanely Simple. To

Steve Jobs, Simplicity

wasn't just a design

principle. It was a

religion and a weapon.

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companies. It's what
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