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Here's an exclusive excerpt from a new book about Steve Jobs and Apple

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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. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in ...

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