

# Think Simple

*author: Ken Segall*

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## Synopsis

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author	Ken Segall
readBy	Ken Segall
inLanguage	english

Penguin presents the unabridged downloadable audiobook edition of *Think Simple* written and read by Ken Segall.

In *Think Simple*, Apple insider and *New York Times* best-selling author Ken Segall gives you the tools to Apple's success - and shows you how to use them. It's all about simplicity. Whether you're in a multinational corporation or a lean start-up, this guide will teach you how to crush complexity and focus on what matters: how to perform better, faster and more efficiently.

Combining his insight from Apple with examples from companies across industries all over the world - including Ben & Jerry's, Whole Foods, Intel and Hyundai Card - Segall provides a simple road map for any company to find success.

## Reader's comments

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