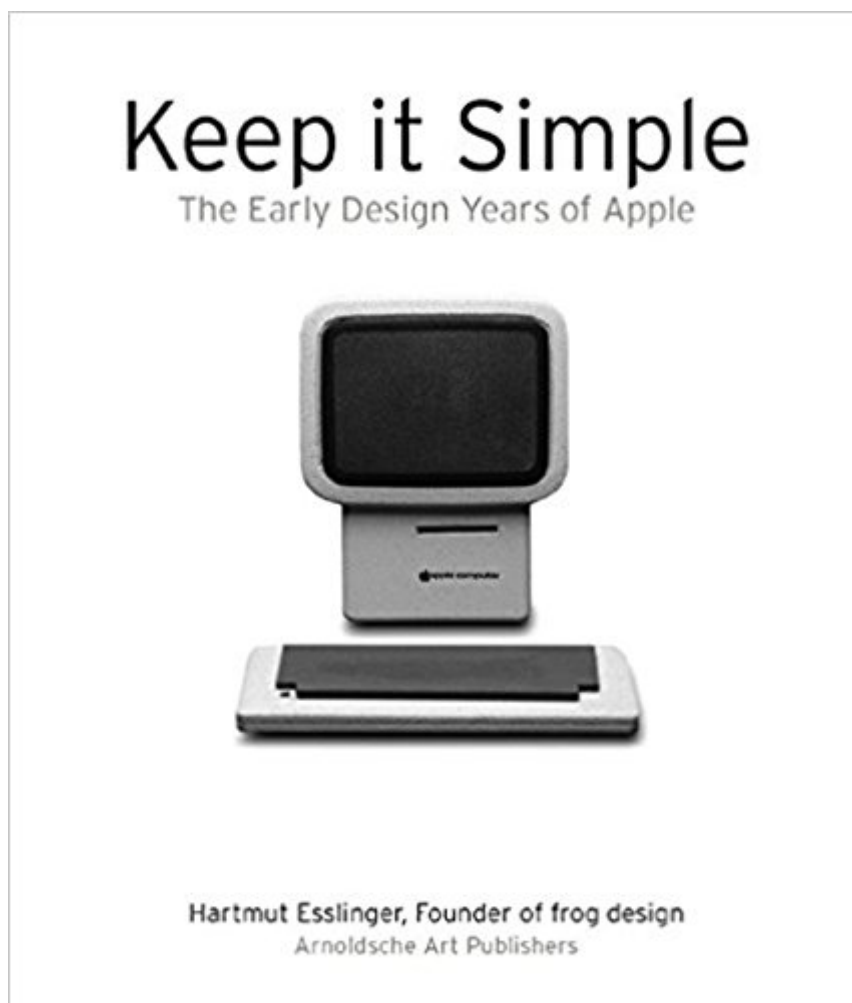


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# Keep It Simple: The Early Design Years Of Apple



## Synopsis

The true design story behind the evolution of Apple computers. An inspiring collaboration of Steve Jobs and author Hartmut Esslinger. 380 illustrations that takes a step by step view of the most famous brand that's still a dominating force today. Keep it Simple is the authentic story of the collaboration between Steve Jobs and Hartmut Esslinger, which began in 1982. The result of this partnership between entrepreneur and designer was revolutionary, in terms of historic dimensions: Steve Jobs was the first to make strategic design the core of Apple's Business Strategy. From this, Apple grew from a technology focused company into one of the world's most successful, global brands and this was achieved by creating and delivering innovative and intelligent products. Of course, there are many books about Steve Jobs and Apple. Professionals everywhere want to be like him - or want their company to succeed like Apple - so they compulsively absorb accounts of his work, hoping to find the magic recipe. For those readers this book is a first, because it tells the story of Apple's evolution from the inside and its initial conception, when Steve was first driven by the power of design to establish it as the strategic core of Apple's business model. This book is also for the millions of Apple users, admirers, fans, and critics who may be curious about the origins of the products and the brand they feel so deeply about. Here is the story of the most amazing creative journey, which had to overcome tremendous opposition, both inside Apple and across the wider technology industry.

## Book Information

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## Customer Reviews

Hartmut Esslinger knows a thing or two about industrial design and what it's done for

Apple. He worked directly with Steve Jobs to establish a "design language" that was used on the Macintosh line of computers for over a decade. (Christopher Mims Quartz, September 12, 2013) Keep It Simple is filled with prototypes and drawings in the "Snow White" style, as well as many familiar finished designs... We need to give credit to Mr. Esslinger for being a true visionary. (John Maeda The Wall Street Journal, December 14, 2013)

Hartmut Esslinger is founder of frog design, inc., a leading global innovation firm, and one of the most respected designers and business consultants in the world. Esslinger sparked a design revolution when he founded the company in his native Germany, around the guiding principle "form follows emotion". His work has defined the modern consumer aesthetic with such revolutionary products as the Apple Macintosh computer, Sony's Trinitron television, Lufthansa's brand and fleet image, Disney's Cruise Lines and Consumer Electronics, and Louis Vuitton's brand aesthetic. His designs are in the Museum for Modern Art and the Whitney Museum in New York. He is also Founding Professor of the Hochschule fur Gestaltung, Karlsruhe, Germany, and was Professor for Convergent Design at the University of Applied Arts, Vienna, Austria.

I was a product manager and Apple Business Unit Manager during the period Hartmut covers in this superior read. Start-ups, innovators, product managers and all product leaders can learn exactly what they must do to be successful over the long term. Anybody writing about Apple and Steve Jobs must read this book. It corrects some of the myths we have all heard about. It reflects everything perfectly that I recall as a manager at Apple in the early years. I notice only one, and that is unusual for such a book, error. Hartmut says he bought an Apple IIe in 1978. Not possible. The IIe didn't come out until late 1982 or early 1983. So either the date of the conference where Hartmut first saw the Apple II is wrong or he saw and bought the original Apple II. Not a big deal, though.

Fans of Apple and its product designs will treasure this book. Esslinger stakes his rightful claim to his role in Apple's product designs. He details "behind the scenes" relating to his work with Steve and Apple, Inc. His style is matter of fact and creditable. While I read it in one sitting, this book will serve as a history and design reference book I go back to. He included dozens of full and half page photos of prototype designs too.

Purchase went well and item arrived fast, all as expected!! I'm leaving 5 stars but I'm not paid for this

nor do I get items for free.

Frog design is one of my all-time favorite design studios and they did a remarkable job with Apple by designing products pre Jony Ive era. I guess since Jobs has now passed away we'll see a flood of books describing him as a person and this book is no exception. However the tone of voice is more or less warm and it seems that Hartmut and Jobs did share a common view on things. This is a good read, nice layout and pictures from frog design archives including some crazy futuristic sketches. Good background on designs and motivations. Well worth the money invested.

I love this book. I have respected Hartmut Esslinger and Frog Design since their early involvement with Apple and Steve Jobs. This book is a treasure. It is loaded with images of models/prototypes that allow a glimpse into the design process. I found the text to be a little self serving, but his message about the integration of design in what could otherwise be engineering driven product development is as timely now as it was in the 1980s when he brought the model to Apple. Excuse me while I go back and peruse the book again.

I looked at multiple books about Apple's early years. My teenage son loves the history of Apple and I was looking for a book that would keep his attention. He loves this book. The drawings/pictures are great and it's laid out in a way that keeps his interest.

The main selling point of this book is the numerous photographs of Frog's design concepts, both in foam core and more detailed plastic models (including the aptly named "MacBook" or what some have called the "iPad //c"). Esslinger details his history with design and Apple in particular, and tells a compelling if necessarily one-sided story of creating some of the most recognized (and could-have-been most recognized) computers in the world.

Great gift!

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