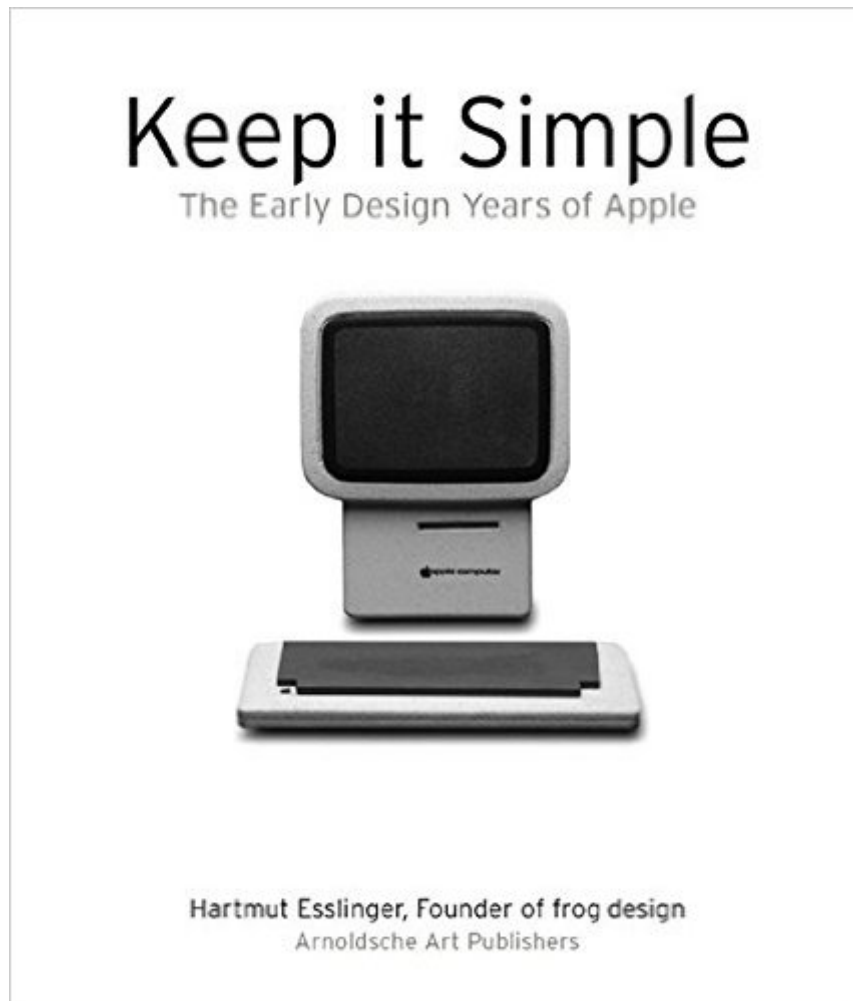


The book was found

# 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

Flexibound: 296 pages

Publisher: Arnoldsche Verlagsanstalt (January 7, 2014)

Language: English

ISBN-10: 3897904071

ISBN-13: 978-3897904071

Product Dimensions: 9 x 0.9 x 10.2 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars • See all reviews (16 customer reviews)

Best Sellers Rank: #494,986 in Books (See Top 100 in Books) #169 in Books > Computers & Technology > History & Culture > History #2885 in Books > Arts & Photography > Decorative Arts & Design

## Customer Reviews

Ever since the release of "AppleDesign" in 1997, fans of Apple and industrial design have been

clamoring for more. That volume, released just before Apple's design revolution with the first iMac, gave a tantalizing glimpse behind the scenes of Apple's industrial design process, including unused concepts, forward-thinking projects (such as iPad-like tablets as envisioned in the early '80s), and stories about the people behind the early phases of Apple's design language. One of those people was Hartmut Esslinger, principal of frog design and developer of the "Snow White" design language that defined Apple's products in the mid- to late-'80s. Esslinger is credited with bringing the simplicity and elegance to European design to the American company, an aesthetic philosophy carried through in its designs to this day. In "Keep it Simple," Esslinger himself takes one segment of the saga described in AppleDesign and expounds on it in unparalleled detail. The book's images of "Snow White" concepts (some of which also appeared in AppleDesign) are excellent and revelatory. Some of the products shown in this book never made it past the foam model phase (sometimes a good thing), and others nearly made it to production, including my personal favorite, the "Baby Mac" of 1985. Examples of "Snow White" designs that made it to market are the IIc, IIgs, and Macintosh II. It is a real treat to see so many concepts, the good, bad, and revolutionary, together and in such detail. What might be most interesting to modern-day readers are the future concepts shown: the flat-screens, thin notebooks, cell phones, and even tablets that Esslinger and his team conceptualized more than a decade before the technology was viable.

[Download to continue reading...](#)

Keep It Simple: The Early Design Years of Apple  
Apple Watch: The Ultimate Apple Watch User Guide - Discover How To Use Apple Watch Apps, Easy User Manual, With Secret Tips And Tricks! (Iphone, Apps, ios)  
Coconut Oil and Apple Cider Vinegar: 28 Mind Blowing Uses for Coconut Oil and Apple Cider Vinegar (The Apple Cider Vinegar and Coconut Oil Bible - Amazing Benefits, Many Uses, and Natural Cures)  
Apple Watch: Apple Watch User Guide, Secrets & Tips (Apple Manual Book)  
iPhone 6: Apple iPhone 6 User Guide - Learn How To Use iPhone 6, iPhone 6s & iPhone 6s Plus, With Advanced Tips! (Apple, IOS, Yosemite)  
iPhone 6: Apple iPhone 6 Beginners Guide - Learn How To Use And Get The Most Out Of Your iPhone 6 & iPhone 6S (Apple, IOS, iPhone 6/6s/6 Plus)  
Apple Watch: Apple Watch 101 Guide (watches, apps, ios, iphone, technology)  
Apple's HomeKit Smart Home Automation System Handbook: Discover How to Build Your Own Smart Home Using Apple's New HomeKit System (Smart Home Automation Essential Guides Book 7)  
Apple Cider Vinegar: Miracle Health System (Bragg Apple Cider Vinegar Miracle Health System: With the Bragg Healthy Lifestyle)  
Apple Cider Vinegar Miracle Handbook: The Ultimate Health Guide to Silky Hair, Weight Loss, and Glowing Skin! How to Use Apple Cider Vinegar to ... Burn and Arthritis Plus

find more Benefits. Keep Your Love On - KYLO Study Guide (Keep Your Love on Study Series)  
Productivity Secrets with Google Keep: How I use Keep daily to stay organized and productive  
Activities Keep Me Going and Going, Volume A (Activities Keep Me Going & Going) Feng Shui:  
Wellness and Peace- Interior Design, Home Decorating and Home Design (peace, home design,  
feng shui, home, design, home decor, prosperity) Apps: Make Your First Mobile App Today- App  
Design, App Programming and Development for Beginners (ios, android, smartphone, tablet, apple,  
samsung, App ... Programming, Mobile App, Tablet App Book 1) SWIFT: PROGRAMMING  
ESSENTIALS (Bonus Content Included): Learn iOS development! Code and design apps with  
Apple's New programming language TODAY (iOS development, swift programming) KISS Guide to  
Wine (Keep It Simple Series) The 9 Steps to Keep the Doctor Away: Simple Actions to Shift Your  
Body and Mind to Optimum Health for Greater Longevity RV LIFE- KEEP IT SIMPLE: From S&B to  
Mobile RV...how to get there, one step at a time Early American Wall Stencils in Color: Full-Size  
Patterns Traced in New England Homes and Stencils from Early Coverlets, Together with Complete  
Directions Showing How Anyone Can Use Them with Ease

[Dmca](#)