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**It
Just
Works**

**The Nine
Simple
Rules
of Apple's
Success**

Neil West

Former Head of Music, Apple Europe

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It Just Works: The Nine Simple Rules of Apple's Success

Neil West. Pan Macmillan, \$29.99 (304p) ISBN 978-1-0350-8200-1

In this actionable debut business guide, former Apple executive West draws from his decade overseeing the company's music department in the U.K. and Europe to champion simplicity as the "magic ingredient" for entrepreneurial success. From its sleek, easy to use products to its clear communication and focused mission, Apple centers simplicity in everything it does, West explains, a technique that helped turn it into the world's first \$3 trillion company. The company's approach can be learned, he insists, laying out tips like leaning on the "halo effect," or the psychological phenomenon in which people perceive aesthetically pleasing products as working better than technically comparable but less attractive ones. Apple also keeps user experience designers involved in every step of a product's creation to ensure customers' experiences are positive from the start; to avoid overwhelming shoppers with choice, for example, the company offers just a handful of laptop and iPhone sizes, and the unboxing and setup process involves pulling clearly marked tabs and responding to easy-to-follow prompts. Elsewhere, West explains how Apple hones in on solving people's day-to-day problems and avoids distractions to focus on the products it's best at developing. Packed with insider knowledge, this is a must-read for business leaders seeking to innovate and communicate clearly and effectively. (Nov.)

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