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Something which is easy to understand or explain seems simple, in contrast to something complicated.

<http://en.wikipedia.org/wiki/Simplicity>

Jack Trout, Marketing, Differentiation and -

Jack Trout is president of Trout & Partners, This was followed by The Power of Simplicity A Management Guide To Cutting Through the Nonsense And Doing Things Right.

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Steve Rivkin is the author of The Making of a Name The Power of Simplicity by Jack Trout, help out and invite Steve to Goodreads.

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