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Simple: Conquering the Crisis of Complexity. 09/29/2014 11:20 am ET Updated Nov 29, 2014. By Alan Siegel, President and CEO of Siegelvision (dubbed "Mr. Plain English" by People magazine) and Irene Etzkorn, Chief Clarity Officer of Siegelvision. According to Alan and Irene, "Complexity has a dramatic, negative impact on people's lives and robs us of time, patience understanding, money and optimism .".

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