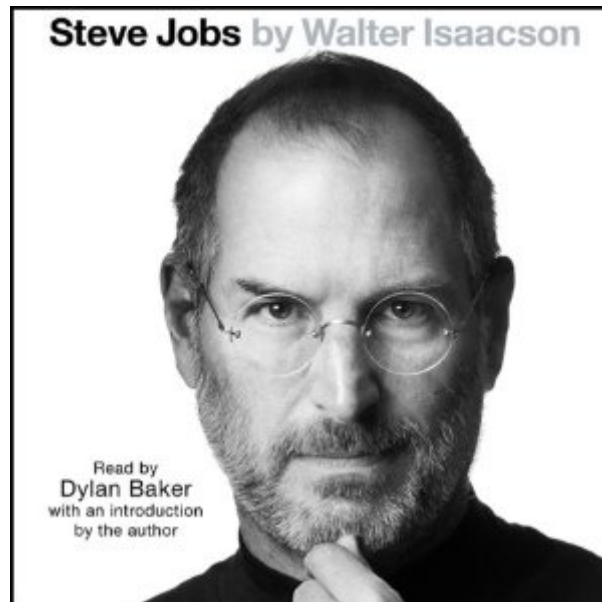


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# Steve Jobs



## Synopsis

Featuring a new epilogue read by the author. From the author of the best-selling biographies of Benjamin Franklin and Albert Einstein, this is the exclusive biography of Steve Jobs. Based on more than 40 interviews with Jobs conducted over two years - as well as interviews with more than a hundred family members, friends, adversaries, competitors, and colleagues - Walter Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing. At a time when America is seeking ways to sustain its innovative edge, and when societies around the world are trying to build digital-age economies, Jobs stands as the ultimate icon of inventiveness and applied imagination. He knew that the best way to create value in the 21st century was to connect creativity with technology. He built a company where leaps of the imagination were combined with remarkable feats of engineering. Although Jobs cooperated with this book, he asked for no control over what was written. He put nothing off-limits. He encouraged the people he knew to speak honestly. And Jobs speaks candidly, sometimes brutally so, about the people he worked with and competed against. His friends, foes, and colleagues provide an unvarnished view of the passions, perfectionism, obsessions, artistry, devilry, and compulsion for control that shaped his approach to business and the innovative products that resulted. Driven by demons, Jobs could drive those around him to fury and despair. But his personality and products were interrelated, just as Apple's hardware and software tended to be, as if part of an integrated system. His tale is instructive and cautionary, filled with lessons about innovation, character, leadership, and values.

## Book Information

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## Customer Reviews

This is a gripping journey into the life of an amazing individual. Despite its girth of nearly 600 pages, the book zips along at a torrid pace. The interviews with Jobs are fascinating and revealing. We get a real sense for what it must have been like to be Steve, or to work with him. That earns the book five stars despite its flaws, in that it's definitely a must-read if you have any interest at all in the subject. But there are places in the book where I have to say, "Huh?" The book is written essentially as a series of stories about Steve. The book continuously held my interest, but some of the dramas of his life seem muted. For instance, he came close to going bust when both Next and Pixar were flailing. There was only the slightest hint that anything dramatic happened in those years. In one paragraph, Pixar is shown as nearly running him out of money. A few brief paragraphs later, Toy Story gets released and Jobs' finances are saved for good. We hear a lot about Tony Fadell's role in the development of iPhone. Tony led the iPod group and was clearly a major source for the book. You may know from a recent Businessweek article that Tony was basically driven out of the company shortly after the final introduction of iPhone, due to personality conflicts between him and Scott Forestell, the person now in charge of iOS development. But the book doesn't say a word about it. Tony simply disappears from the rest of the book with no explanation, and Forestell is barely mentioned. Another strange incident was the Jackling house, the house he spent a large part of his life in. A case could be made that the house is historic simply because Steve spent many of his formative years living in it.

Steve Jobs wanted to change the world, "put a dent in the universe." And he did. If you are interested in life and want to know how Jobs changed it right before our eyes, you should read this book. No other book on Jobs has been based on first hand information from the Master himself, his colleagues and his detractors. There is no other way to know the man who changed the way we live and work. The fact that the book is engaging is a big bonus. First Jobs' personal life, personality and beliefs. Like all fascinating people in history, Jobs was a bundle of contradictions. Born out of wedlock, he was an American icon and yet born of a Syrian Muslim whom he never knew, but had accidentally met. Adopted at birth by working class parents, he became skeptical of the Church as the all-knowing god did not help the starving children in Biafra and alternated between being a believer and a non-believer. He was, at different times, a vegan and a fruitarian (hence the name Apple). Jobs was influenced by the counter cultural ideas of the 60's and the 70's and yet become

one of the most revered corporate figures of all time. He was a multi-billionaire who lived on a regular street with no high fenced compound, security or live-in servants; a Zen Buddhist who was obsessed with Zen-like simplicity but did not possess Zen-like tranquility; a son who tried to abandon his child like the way he had thought he was abandoned; a leader who was highly demanding of his colleagues and coworkers; a vastly influential figure in computing who neither built computers nor wrote codes himself; a genius who was mean to many people. All these factoids had to have some influence on who he was and who he became and may keep interested psychologists busy for years.

INTRODUCTION Apple has always meant more to me than as a computer company, because of my early experiences in the late 1970's and early 1980's from age 8 using the Apple ][, //e, and later the Mac. They represented amazing products that I could understand even as a child, that this was the direction of the future. It was odd to me then, that the world was still embracing the MS-DOS command line interface and the IBM PC/AT machines. When in the late 1990's, Apple neared bankruptcy, with Microsoft Windows dominating the market, it taught me as a young man that companies that try to make the very best can be under appreciated by the masses, just as the adults near me in the 1980's could not see the amazing nature of my Apple //e and Mac back then. Good guys, it seemed, do finish last. It was disheartening. Since the return of Steve Jobs to Apple, the world now knows of his genius and brilliance. This biography is utterly amazing. I could not stop reading the entire biography and finished in less than 2 days. WHAT I LIKED 1. Extraordinarily comprehensive - The book covers an immense number of different "phases" of his life from his famous adoption story to the start of Apple Computer, to NeXt, Pixar, love life, development of his iconic products, to the time before his death (although his death is actually never mentioned). 2. Ruthlessly objective - As a fan of Steve Jobs, I cringed at all the negative descriptions of Jobs's conduct with strangers, his management team, other CEO's, etc. I knew of his candor and lack of sensitivity towards others, but the degree to which this is depicted made me cringe and even wonder if Jobs should not be garnering so much world-wide respect.

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