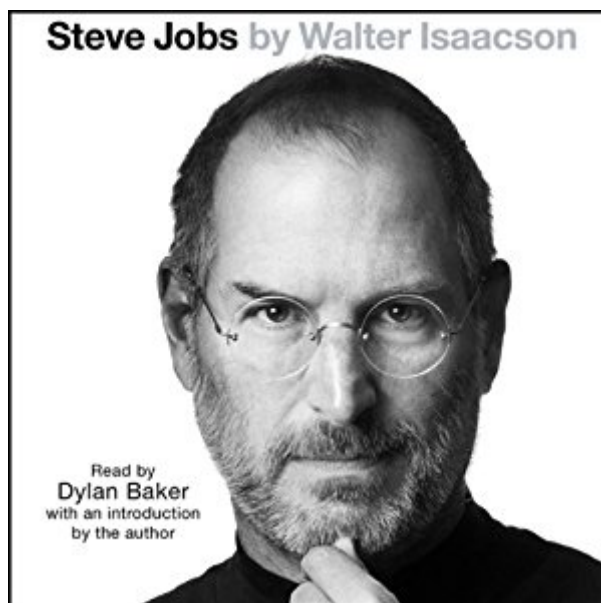


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# Steve Jobs



## 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

My girlfriend and I are both long-time Apple folks - I worked on the advertising launch of the Macintosh and she worked for Apple during the iPhone launch. We really enjoyed the movie. But it's really what I would call a "silicon valley business biographical opera" - NOT a traditional biography of Steve Jobs. Feels like the movie was designed for insiders and enthusiasts of Apple and Steve Jobs' marketing genius. The characters are fascinating. Screenplay and story line is brilliant. Acting is excellent. Love the board room scene with the rain pouring down the windows. One of the best, most intriguing films I've seen in years. Recommended for people who are up for an art film on one of the most seminal companies and people of our era.

I am trying to understand how this film did so poorly in theaters. This one has all the working elements of a fantastic movie. Danny Boyle directing an Aaron Sorkin written script. Along with an incredible cast including Michael Fassbender and Kate Winslet. Not to mention an extremely unique piece of story telling. I just don't get it. I saw this film in theaters, I loved it and I own it now. I guess you have to judge for yourself.

I had to watch this movie as though it was a movie about some random guy who made it big in business. I have, of course, heard of Steve Jobs but I never had a clue about the man himself. It was an interesting study of a man who wanted what he wanted. I never really saw him as the inventor of any of these products ( I may be wrong) but for sure he was the marketer. This is a very driven man and as such not the most kind or conventional in any stretch of the imagination. Very egocentric too. Now then why did I go 4 stars? The cast is outrageously perfect. and Michael Fassbender in particular is out of this world. Michael is easily one of the 21st century's finest actors.....not a doubt in my mind.

Let me explain...The stories about Steve Jobs are great. I loved hearing the interviews from various people who's paths have crossed with Steve over his life. There are definitely some unique perspectives and I definitely have a new perspective on a man that is pretty well known already. However, I do have to say the writing of the book was not my cup of tea. Too often, the interesting stories of Steve Jobs life were overshadowed by Isaacson's haphazard storytelling - at

times it felt all over the place. Now I understand a biography doesn't have to be chronological, and often, it makes sense to follow an interesting arc of one's life for some depth. However, too often, I felt lost and confused. One moment we are talking about Steve's fight with cancer. This led to a comment about how Steve thought the stress from the 80's may have in some way caused/encouraged his cancer to develop. All of a sudden, Isaacson transports us back to those days - despite the fact he's already thoroughly described that portion of Steve's life in an earlier chapter. Another minor annoyance with the audiobook version - there is no signal to change CD's. I would be listening and suddenly I would be transported back 20 years only to realize I had re-listened to the first minute of the CD. This was made even more difficult since, as mentioned above, Isaacson tended to do this (jump around) even in the normal course of the book so I was never sure if this was his writing style or the CD had restarted. Nevertheless, Steve Jobs will always be remembered as an important business leader at, as Isaacson seemed to reiterate every third paragraph or so, the intersection of technology and humanities.

I couldn't put the book down once I started. I may not have liked the main character all the time but never did I not want to learn everything about Steve Jobs. The good, the bad, and the ugly. Isaacson had a major feat of writing about a complicated personality who lived more in his one life than three or four accomplished individuals put together. Thank goodness I saw the movie and decided to read the book. The movie is crap and does not do justice to his legacy. The book must be good because I like him less now than before I read about him! (And yes, I am writing this review on an iPad!)

This is a book about dogged perseverance. It is not that Jobs had a great model, it was that he did not relent till he got it right. He would have made great products on open platforms - just as he with closed - if only that's what he had believe in. The book is exceptional. It tells a story but in a way that leads to insights. Great life. Great story. Told brilliantly.

After reading this book, I came away with a couple of different thoughts. First, I am absolutely convinced that I would've hated Steve Jobs if I had ever met him in person. Second, there is no doubt that only a handful of people of the billions worldwide could've pulled off what he did and that makes him amazing. Steve Jobs was not a great person. He had a volatile temper, he believed he was smarter than everyone he ever met, and he basically disowned his first born daughter for years. But at the same time, his method of creating goals/products and willing them to existence as an

immovable force brought to the forefront a company unlike any other. The book goes into great detail about his perfectionism and his daily arguments with different business colleagues and employees and you wonder how anyone ever managed to work with or for him. And then at the same time there are tons of quotes from those same colleagues and employees who show such respect for the man. The book is a great read, and gets very much to the core of who Steve Jobs was.

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