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# Steve Jobs: Founder Of Apple Inc (Computer Pioneers)

This must-read biography of Steve Jobs provides an “absorbing, detailed account of Apple’s first heady days” (School Library Journal) and beyond, and is specially written for a younger audience. Visionary. Pioneer. Little terror. Entrepreneur. Inventor. College dropout.

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Creative genius. These are just a few of the words used to describe the late Steve Jobs, cofounder, chairman, and chief executive officer of Apple Inc. In this comprehensive biography for middle grade readers, discover the story of the "Thomas Edison of our time." Originally published in 2012, this revised edition includes eight pages of photos as well as a timeline and index. "In graphic novel format, tells the story

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of how Steve Jobs and Steve Wozniak developed the personal computer"--Provided by publisher.

Walter Isaacson's "enthraling" (The New Yorker) worldwide bestselling biography of Apple cofounder Steve Jobs. Based on more than forty interviews with Steve Jobs conducted over two years—as well as interviews with more than 100 family members, friends, adversaries, competitors, and colleagues—Walter

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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. Isaacson's portrait touched millions of readers. At a time when America is seeking ways to sustain its

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innovative edge, Jobs stands as the ultimate icon of inventiveness and applied imagination. He knew that the best way to create value in the twenty-first 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 the author, he asked for no control over what was written. He put nothing off-

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limits. He encouraged the people he knew to speak honestly. He himself spoke candidly about the people he worked with and competed against. His friends, foes, and colleagues offer 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. His tale is instructive and cautionary, filled

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with lessons about innovation, character, leadership, and values.

Steve Jobs is the inspiration for the movie of the same name starring Michael Fassbender, Kate Winslet, Seth Rogen, and Jeff Daniels, directed by Danny Boyle with a screenplay by Aaron Sorkin.

The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and

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American society.

Original.

Co-founder of Apple

The Brilliant Mind

Behind Apple

Everlasting Words of the  
Inspirator

A Biography

Apple After Steve Jobs

This book takes a look at the life of  
Apple Co-Founder and personal  
computer pioneer, Steve Jobs. The  
book is complete with photographs  
from Jobs' early life, simple text, and a  
timeline. Aligned to Common Core  
Standards and correlated to state  
standards. Abdo Kids Jumbo is an  
imprint of Abdo Kids, a division of  
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Fortune magazine proclaimed Jobs ‘ the CEO of the decade ’ . Harvard Business Review called him ‘ the world ’ s best-performing CEO ’ . And the Wall Street Journal praised him as a ‘ Person of the Decade ’ . The longtime CEO of Apple, Inc., which he co-founded in 1976, Steve Jobs stepped down from that role in August 2011, bringing an end to one of the greatest, most transformative business careers in history. Over the years, Jobs has given countless interviews to the media, explaining what he calls ‘ the vision thing ’ — his unmatched ability to envision, and successfully bring to the marketplace, consumer products that people find simply irresistible. Drawn from more

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than three decades of media coverage — print, electronic, and online — this book serves up the best, most thought-provoking insights spoken by Steve Jobs: more than two hundred quotations that are essential reading for everyone who seeks innovative solutions applicable to their business, regardless of size. It ' s the perfect gift or reference item for everyone interested in this icon.

On 26 May, 2010 Apple Inc. passed Microsoft in valuation as the world's largest technology company. Its consumer electronic products - ranging from computers to mobile phones to portable media devices, not to mention its iTunes, iBook and App Store - have influenced nearly every

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facet of our lives, and it shows no sign of slowing down. But how did Apple - a company set up in the back room of a house by two friends, and one that always marketed itself as the underdog - become the marketplace leader (and the world's second largest company overall), and is it a good thing to have one company hold so much power?

In *The Apple Revolution* Luke Dormehl shares the inside story of how Apple Inc. came to be; from the formation of the company's philosophies and user-friendly ethos, to the "iPod moment" and global domination, leaving you with a deep understanding of how it was created, why it has flourished, and where it might be going next.

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Steve Jobs is remembered as the father of the digital revolution and the pioneer of the personal computer revolution. He transformed the music, cell phone, movie, and computer industries in his time with Apple Inc. Find out how he accomplished so much during his life in this biographical title.

Becoming Steve Jobs

Thinking Differently

iLeadership for a New Generation

The Second Coming of Steve Jobs

Visionary of the Digital Revolution

**This volume is an exciting exploration into the life of American computer pioneer Steve Jobs,**

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cofounder of Apple, Inc., and one of the leaders of the personal computer revolution. This book covers Jobs' early life as well as his work as CEO of Apple, including his amazing computer inventions. Compelling text is paired with color photographs to give readers a dynamic reading experience. Readers will also enjoy additional information in the form of sidebars and timelines. Steve Jobs exemplified STEM, a

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major curriculum focus, and students are sure to walk away with a deep understanding of career-based STEM.

This title examines the remarkable life of Steve Jobs and his work building the groundbreaking company Apple. Readers will learn about Jobs's background and education, as well as his early career and his time with NeXT Computer and Pixar. Also covered is a look at how Apple operates, its history,

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and its many innovations, including the iPod, the iPad, and the iPhone. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an Index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDQ.

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## **STEVE JOBS- SUCCESS AND SURVIVAL LESSONS ~**

**Everlasting Words of  
the Inspirator ~ Steve  
Jobs, the co founder  
Apple Computer  
Corporation, was one of  
the pioneers in micro  
computer revolution.**

**Along with Steve  
Wozniak, he was the key  
inventor of iPhone  
series and iPads.**

**Steve's motto was to  
have 'Computer in the  
hands of everyday  
people' and he was  
capable to make it to  
high level. In addition**



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to Apple, he was a major stockholder in Pixar and became the board member of Disney World as it acquired Pixar and also the CEO of NEXT. Even though he was forced to quit Apple, came back to the company as CEO at a crucial time when it was facing a financial crisis and bankruptcy. He revived Apple with creative ideas and developed a list of innovative products iMac, iTunes, iPods, iPads. Lets rejuvenate ourselves with his

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inspiring words...

Steve Jobs was an American entrepreneur, businessman, inventor, and industrial designer. Jobs was the chairman, and the chief executive officer (CEO), and a co-founder of Apple Inc.; CEO and majority shareholder of Pixar; a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and founder, chairman, and CEO of NeXT. Jobs and Apple co-founder Steve Wozniak

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are widely recognized as pioneers of the microcomputer revolution of the 1970s and 1980s. He was born in San Francisco to parents who had to put him up for adoption at birth; he was raised in the San Francisco Bay Area during the 1960s. Jobs then attended Reed College in 1972 before dropping out, and decided to travel through India in 1974 seeking enlightenment and studying Zen Buddhism. Jobs's

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declassified FBI report stated that an acquaintance knew that Jobs had used marijuana (the formerly illegal drug in California), and LSD while he was in college. Jobs once told a reporter that taking LSD was "one of the two or three most important things" he did in his life. Jobs and Wozniak co-founded Apple in 1976 to sell Wozniak's Apple I personal computer. The visionaries gained fame and wealth a year later for the Apple II, one of

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**the first highly successful mass-produced personal computers. In 1979, after a tour of PARC, Jobs saw the commercial potential of the Xerox Alto, which was mouse-driven and had a graphical user interface (GUI). This led to development of the unsuccessful Apple Lisa in 1983, followed by the breakthrough Macintosh in 1984. In addition to being the first mass-produced computer with a GUI, the Macintosh introduced the**

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sudden rise of the desktop publishing industry in 1985 with the addition of the Apple LaserWriter, the first laser printer to feature vector graphics. Following a long power struggle, Jobs was forced out of Apple in 1985. After leaving Apple, Jobs took a few of its members with him to found NeXT, a computer platform development company that specialized in state-of-the-art computers for higher-education and

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**business markets. In addition, Jobs helped to initiate the development of the visual effects industry when he funded the spinout of the computer graphics division of George Lucas's Lucasfilm in 1986. The new company, Pixar, would eventually produce the first fully computer-animated film, Toy Story-an event made possible in part because of Jobs's financial support. In 1997, Apple merged with NeXT. Within a few months of the**

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merger, Jobs became CEO of his former company; he revived Apple at the verge of bankruptcy. Beginning in 1997 with the "Think different" advertising campaign, Jobs worked closely with designer Jonathan Ive to develop a line of products that would have larger cultural ramifications: the iMac, iTunes and iTunes Store, Apple Store, iPod, iPhone, App Store, and the iPad. In 2001, the original Mac OS was replaced with a



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completely new Mac OS X, based on NeXT's NeXTSTEP platform, giving the OS a modern Unix-based foundation for the first time. Jobs was diagnosed with a pancreatic neuroendocrine tumor in 2003 and died on October 5, 2011, of respiratory arrest related to the pancreatic tumor.

Who was Steve Jobs?

How Apple Became a Trillion-Dollar Company and Lost Its Soul  
Haunted Empire

Steve Jobs: Computer Pioneer & Co-Founder of

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## **Apple**

### **Summary of Walter Isaacson's Steve Jobs by Milkyway Media**

Walter Isaacson's Steve Jobs (2011) is a biography of the late founder and leader of Apple Computer. In 1976, Jobs founded Apple with a friend in his parents' garage... Purchase this in-depth summary to learn more.

Part of the best-selling Little People, BIG DREAMS series, Steve Jobs tells the inspiring story of this world-renowned entrepreneur.

Steve Jobs is best known for being a co-founder of Apple Inc. Before Apple Inc., he was a brilliant designer and inventor who approached business with an unexpected savvy and joy of discovery. Jobs created gadgets that transformed today's digital era and leaves behind the

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legacy of a true visionary.

Each title in this series takes an in-depth and critical look at a leading contemporary or historical figure, examining his or her early life, rise to prominence, accomplishments, and lasting influence with the help of time lines, index, and glossary.

The Man Behind the Bitten Apple: Insight Into the Thoughts and Actions of Apple's Founder

Steve Jobs: Visionary Founder of Apple  
Steve Jobs

Apple: The Company and Its Visionary Founder, Steve Jobs

Technology Innovator and Apple Genius  
**In graphic novel format, provides a look at computer industry pioneer Steve Jobs, including his early years, the founding of Apple, his time away from Apple, his**

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accomplishments after his return, his private life, and his last days.

A riveting biography of the groundbreaking innovator who was a giant in the worlds of computing, music, filmmaking, design, smart phones, and more. A finalist for the YALSA Excellence in Nonfiction Award! "Your time is limited. . . . have the courage to follow your heart and intuition." –Steve Jobs

From the start, his path was never predictable. Steve Jobs was given up for adoption at birth, dropped out of college after one semester, and at the age of twenty, created Apple in his parents' garage with his

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friend Steve Wozniack. Then came the core and hallmark of his genius—his exacting moderation for perfection, his counterculture life approach, and his level of taste and style that pushed all boundaries. A devoted husband, father, and Buddhist, he battled cancer for over a decade, became the ultimate CEO, and made the world want every product he touched, from the Macintosh to the iPhone, from iTunes and the iPod to the Macbook. Critically acclaimed author Karen Blumenthal takes us to the core of this complicated and legendary man while simultaneously exploring the

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evolution of computers.

Framed by Jobs'

inspirational Stanford

commencement speech and

illustrated throughout with

black and white photos, this

is the story of the man who

changed our world. Read more

thrilling nonfiction by

Karen Blumenthal: Hillary

Rodham Clinton: A Woman

Living History (A YALSA

Excellence in Nonfiction

Award Finalist) Bootleg:

Murder, Moonshine, and the

Lawless Years of Prohibition

Tommy: The Gun That Changed

America Praise for Steve

Jobs: The Man Who Thought

Different: A Biography:

"This is a smart book about

a smart subject by a smart

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writer.” –Booklist, starred review “Students who know Steve Jobs only through Apple's iTunes, iPhones, and iPads will have their eyes opened by this accessible and well-written biography.”

–VOYA “An engaging and intimate portrait. Few biographies for young readers feel as relevant and current as this one does.”

–The Horn Book Magazine “A perceptive, well-wrought picture of an iconic figure.” –Kirkus Reviews

“Blumenthal crafts an insightful, balanced portrait.” –Publishers Weekly

Explores the life and thinking of the

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controversial cofounder of  
Apple Computer, Inc.

Ometimes, when you innovate,  
you make mistakes. It is  
best to admit them quickly,  
and get on with improving  
your other innovations.”

These words are of Steve  
Paul jobs, who  
revolutionized the world  
through computer technology.  
One of the co-founders of  
Apple, he took the industry  
towards new heights and  
changed the computing  
industry. Right from the  
beginning he had a passion  
for electronics and was  
mostly engrossed in making  
small gadgets in the garage.  
With his friend Wozniak he  
launched Apple and made



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computers a common word in the world. It is due to his untiring efforts that the world has come closer and people are connected with each other. This book is the story of an extraordinary genius Steve Jobs whose innovative acumen has made the computers and other electronic gadgets available to common man.

Steve Jobs: The Man Who Thought Different

Apple: Company and Its Visionary Founder, Steve Jobs

The Steve Jobs Way

Steve Jobs, Steve Wozniak, and the Personal Computer Management Lessons From a Controversial Genius

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The #1 New York Times bestselling biography of how Steve Jobs became the most visionary CEO in history. Becoming Steve Jobs breaks down the conventional, one-dimensional view of Steve Jobs that he was half-genius, half-jerk from youth, an irascible and selfish leader who slighted friends and family alike. Becoming Steve Jobs answers the central question about the life and career of the Apple cofounder and CEO: How did a young man so reckless and arrogant that

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he was exiled from the company he founded become the most effective visionary business leader of our time, ultimately transforming the daily life of billions of people? Drawing on incredible and sometimes exclusive access, Schlender and Tetzeli tell a different story of a real human being who wrestled with his failings and learned to maximize his strengths over time. Their rich, compelling narrative is filled with stories never told before from the people who knew

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Jobs best, including his family, former inner circle executives, and top people at Apple, Pixar and Disney, most notably Tim Cook, Jony Ive, Eddy Cue, Ed Catmull, John Lasseter, Robert Iger and many others. In addition, Schlender knew Jobs personally for 25 years and draws upon his many interviews with him, on and off the record, in writing the book. He and Tetzeli humanize the man and explain, rather than simply describe, his behavior. Along the way, the book provides rich

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context about the technology revolution we've all lived through, and the ways in which Jobs changed our world. A rich and revealing account, *Becoming Steve Jobs* shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with an evolution in management style to create one of the most valuable and beloved companies on the planet. Examines the life and accomplishments of computer industry pioneer

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Steve Jobs, a founder of Apple Computer, Inc. Relates the meteoric rise of Steve Jobs, the co-founder of Apple Computer, his career at Apple, his influence on the personal computer industry, and his eventual ouster from Apple. Former Wall Street Journal technology reporter Yukari Iwatani Kane delves deep inside Apple in the two years since Steve Jobs's death, revealing the tensions and challenges CEO Tim Cook and his team face as they try to sustain Jobs's vision and keep the company moving

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forward. Steve Jobs's death raised one of the most pressing questions in the tech and business worlds: Could Apple stay great without its iconic leader? Many inside the company were eager to prove that Apple could be just as innovative as it had been under Jobs. Others were painfully aware of the immense challenge ahead. As its business has become more complex and global, Apple has come under intense scrutiny, much of it critical. Maintaining market leadership has

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become crucial as it tries to conquer new frontiers and satisfy the public's insatiable appetite for "insanely great" products. Based on over two hundred interviews with current and former executives, business partners, Apple watchers and others, *Haunted Empire* is an illuminating portrait of Apple today that offers clues to its future. With nuanced insights and colorful details that only a seasoned journalist could glean, Kane goes beyond the myths and headlines. She explores



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Tim Cook's leadership and its impact on Jobs's loyal lieutenants, new product development, and Apple's relationships with Wall Street, the government, tech rivals, suppliers, the media, and consumers.

Hard-hitting yet fair, Haunted Empire reveals the perils and opportunities an iconic company faces when it loses its visionary leader.

The Evolution of a Reckless Upstart into a Visionary Leader

Leading Apple With Steve Jobs

The Rise and Fall of Steve

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Jobs at Apple Computer  
Insanely Great

**History Maker Biographies**  
**takes a look into the lives of**  
**past and present distinguished**  
**people who have gone down in**  
**history for contributing to**  
**sports, society, science,**  
**entertainment, and more. Each**  
**title features relevant and/or**  
**historical photographs, photo**  
**captions, and a timeline.**

**Aligned to Common Core**  
**Standards and correlated to**  
**state standards. Abdo Kids is a**  
**division of ABDO.**

**From the New York Times'**  
**Tripp Mickle, the dramatic,**  
**untold story inside Apple after**  
**the passing of Steve Jobs by**

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**following his top lieutenants—Jony Ive, the Chief Design Officer, and Tim Cook, the COO-turned-CEO—and how the fading of the former and the rise of the latter led to Apple losing its soul. Steve Jobs called Jony Ive his “spiritual partner at Apple.” The London-born genius was the second-most powerful person at Apple and the creative force who most embodies Jobs’s spirit, the man who designed the products adopted by hundreds of millions the world over: the iPod, iPad, MacBook Air, the iMac G3, and the iPhone. In the wake of his close**

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**collaborator's death, the chief designer wrestled with grief and initially threw himself into his work designing the new Apple headquarters and the Watch before losing his motivation in a company increasingly devoted more to margins than to inspiration. In many ways, Cook was Ive's opposite. The product of a small Alabama town, he had risen through the ranks from the supply side of the company. His gift was not the creation of new products. Instead, he had invented countless ways to maximize a margin, squeezing some suppliers, persuading others to**

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**build factories the size of cities to churn out more units. He considered inventory evil. He knew how to make subordinates sweat with withering questions. Jobs selected Cook as his successor, and Cook oversaw a period of tremendous revenue growth that has lifted Apple's valuation to \$2 trillion. He built a commanding business in China and rapidly distinguished himself as a master politician who could forge global alliances and send the world's stock market into freefall with a single sentence. Author Tripp Mickle spoke with more than 200 current**

**and former Apple executives, as well as figures key to this period of Apple's history, including Trump administration officials and fashion luminaries such as Anna Wintour while writing After Steve. His research shows the company's success came at a cost. Apple lost its innovative spirit and has not designed a new category of device in years. Ive's departure in 2019 marked a culmination in Apple's shift from a company of innovation to one of operational excellence, and the price is a company that has lost its soul.**

**On October 5, 2011, the news**

**of the death of technology innovator Steve Jobs rocked the world. The failing health of the Apple cofounder and Pixar CEO was no secret. Jobs had given up his role as Apple's CEO just a few months prior because of his struggle with pancreatic cancer. But his death still drew a huge reaction. From Apple employees and fans to political and business leaders, people honored Jobs's passing by reflecting on his prolific life that greatly influenced the way technology is used. In 1976, Jobs founded Apple Computer with Steve Wozniak. As the leaders of Apple, they**

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**developed concepts—such as navigating by using a mouse to click screen icons—that shaped the way we use and interact with computers. Jobs's forward-thinking engineering also influenced pop culture, bringing us a music revolution with the iPod, the ultimate communication device with the iPhone, and some of the first computer-animated films through Pixar. Called by some "the da Vinci of our time," Jobs used his innovation and vision to help advance technology like no other. He lived his life following a simple premise: "The only way to be truly satisfied is to do what you**



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**believe is great work. And the only way to do great work is to love what you do."**

**Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.**

**The Company and Its Visionary Founder, Steve Jobs**

**Accidental Millionaire**

**Biography of Steve Jobs**

**I, Steve**

**My First Steve Jobs**

This title examines the remarkable life of Steve Jobs and his work building the

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groundbreaking company Apple. Readers will learn about Jobs's background and education, as well as his early career and his time with NeXT Computer and Pixar. Also covered is a look at how Apple operates, its history, and its many innovations, including the iPod, the iPad, and the iPhone. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an Index. Technology Pioneers is a series in Essential Library, an imprint of ABDO Publishing Company.

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Steve Jobs Simon and Schuster  
Steve Jobs revolutionized the personal computer and buying and downloading music. Learn more about Jobs, Macintosh, and Apple with this title. Primary sources with accompanying questions, multiple prompts, timeline, index, and glossary also included. Aligned to Common Core Standards and correlated to state standards. Core Library is an imprint of Abdo Publishing, a division of ABDO.

A former Senior VP of Apple shares how Steve Jobs motivated people to do the best work of their lives Jay Elliot was hired personally by Steve Jobs,

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just in time to accompany him on the last of his historic visits to Xerox's Palo Alto Research Center, the visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve's right-handman and trouble-shooter, overseeing all corporate operations and business planning, as well as software development and HR. In *Leading Apple with Steve Jobs*, Jay details how Steve managed and motivated his people—and what every manager can learn from Jobs about motivating people to do the best work of their lives. Steve Jobs used the phrase "Pirates! Not the Navy" as a

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rallying cry—a metaphor to "Think Different." In the days of developing the Macintosh, it became a four-word mission statement. It expresses the heart of Apple and Steve. The management principles that grew out of that statement form the backbone of this book. Explains how to find talented people who will understand your objectives and be able to make a contribution to that effort Lists traits that can determine whether a person will be so committed to the vision that they will provide their own motivation Explains how to ensure that your employees hold an allegiance to the captain

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and to his/her shipmates, and also possess the ability to come up with original, unique ways to approach a problem, and be self-guided with a strong sense of direction. Leading Apple with Steve Jobs will shift your thought paradigm and inspire you to assemble and lead innovative teams.

Steve Jobs- Success and Survival Lessons

Founder of Apple Inc.

The Apple Revolution

The Life and Times of Macintosh, the Computer that Changed Everything

History Maker Biographies

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Vanity Fair and GQ  
journalist—an  
unprecedented, in-depth  
portrait of the man  
whose return to Apple  
precipitated one of the  
biggest turnarounds in  
business history. With a  
new epilogue on Apple's  
future survival in  
today's roller-coaster  
economy, here is the  
revealing biography that  
blew away the critics  
and stirred controversy  
within industry and  
media circles around the  
country.

A "THINK DIFFERENT"

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APPROACH TO INNOVATION--  
Based on the Seven  
Guiding Principles of  
Apple CEO Steve Jobs In  
his acclaimed bestseller  
The Presentation Secrets  
of Steve Jobs author  
Carmine Gallo laid out a  
simple step-by-step  
program of powerful  
tools and proven  
techniques inspired by  
Steve Jobs's legendary  
presentations. Now, he  
shares the Apple CEO's  
most famous, most  
original, and most  
effective strategies for  
sparking true



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creativity--and real innovation--in any workplace. THE INNOVATION SECRETS OF STEVE JOBS Learn how to RETHINK your business, REINVENT your products, and REVITALIZE your vision of success--the Steve Jobs way. When it comes to innovation, Apple CEO Steve Jobs is legendary. His company slogan "Think Different" is more than a marketing tool. It's a way of life--a powerful, positive, game-changing approach to innovation

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that anyone can apply to any field of endeavor.

These are the Seven Principles of Innovation, inspired by the master himself: Do What You Love. Think differently about your career. Put a Dent in the Universe. Think differently about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think

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differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story. By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to match—and beat—the most powerful

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competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times.

Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home moms—to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful,

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and attainable principles that drive us all to "Think Different." These are The Innovation Secrets of Steve Jobs. An enhanced ebook is now available with 10 demonstration videos of Jobs' sure-fire innovation secrets. Select the Kindle Edition with Audio/Video from the available formats.

Steve Jobs, adopted in infancy by a family in San Francisco, packed a lot of life into fifty-

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