

Chapter 1 : Steve Jobs Quotes by Walter Isaacson(page 9 of 39)

Free download or read online Steve Jobs pdf (ePUB) book. The first edition of this novel was published in October 24th , and was written by Walter Isaacson. The book was published in multiple languages including English language, consists of pages and is available in Hardcover format.

Excerpt 1 His personality was reflected in the products he created. His passions, perfectionism, demons, desires, artistry, devilry, and obsession for control were integrally connected to his approach to business and the products that resulted. His silences could be as searing as his rants; he had taught himself to stare without blinking. At other times it could be terrifying, such as when he was fulminating about Google or Microsoft ripping off Apple. This intensity encouraged a binary view of the world. You were either one or the other, sometimes on the same day. The same was true of products, ideas, even food: As a result, any perceived flaw could set off a rant. His quest for perfection led to his compulsion for Apple to have end-to-end control of every product that it made. This ability to integrate hardware and software and content into one unified system enabled him to impose simplicity. Excerpt 2 For Jobs, belief in an integrated approach was a matter of righteousness. Their lives are crowded; they have other things to do than think about how to integrate their computers and devices. But in a world filled with junky devices, inscrutable error messages, and annoying interfaces, it led to astonishing products marked by beguiling user experiences. Using an Apple product could be as sublime as walking in one of the Zen gardens of Kyoto that Jobs loved, and neither experience was created by worshipping at the altar of openness or by letting a thousand flowers bloom. He would set priorities, aim his laser attention on them, and filter out distractions. If something engaged him—the user interface for the original Macintosh, the design of the iPod and iPhone, getting music companies into the iTunes Store—he was relentless. But if he did not want to deal with something—a legal annoyance, a business issue, his cancer diagnosis, a family tug—he would resolutely ignore it. That focus allowed him to say no. He got Apple back on track by cutting all except a few core products. He made devices simpler by eliminating buttons, software simpler by eliminating features, and interfaces simpler by eliminating options. He attributed his ability to focus and his love of simplicity to his Zen training. It honed his appreciation for intuition, showed him how to filter out anything that was distracting or unnecessary, and nurtured in him an aesthetic based on minimalism. Unfortunately his Zen training never quite produced in him a Zen-like calm or inner serenity, and that too is part of his legacy. He was often tightly coiled and impatient, traits he made no effort to hide. Most people have a regulator between their mind and mouth that modulates their brutish sentiments and spikiest impulses. He made a point of being brutally honest. This made him charismatic and inspiring, yet also, to use the technical term, an asshole at times. Jobs claimed it was the former. But I think he actually could have controlled himself, if he had wanted. When he hurt people, it was not because he was lacking in emotional awareness. He could size people up, understand their inner thoughts, and know how to relate to them, cajole them, or hurt them at will. The nasty edge to his personality was not necessary. It hindered him more than it helped him. But it did, at times, serve a purpose. Polite and velvety leaders, who take care to avoid bruising others, are generally not as effective at forcing change. Dozens of the colleagues whom Jobs most abused ended their litany of horror stories by saying that he got them to do things they never dreamed possible. He designed the Mac after appreciating the power of graphical interfaces in a way that Xerox was unable to do, and he created the iPod after grasping the joy of having a thousand songs in your pocket in a way that Sony, which had all the assets and heritage, never could accomplish. Some leaders push innovations by being good at the big picture. Others do so by mastering details. Jobs did both, relentlessly. As a result he launched a series of products over three decades that transformed whole industries. Instead, he was a genius. His imaginative leaps were instinctive, unexpected, and at times magical. He was, indeed, an example of what the mathematician Mark Kac called a magician genius, someone whose insights come out of the blue and require intuition more than mere mental processing power. Like a pathfinder, he could absorb information, sniff the winds, and sense what lay ahead. Steve Jobs thus became the greatest business executive of our era, the one most certain to be remembered a century from now. History will place him in the pantheon

right next to Edison and Ford. More than anyone else of his time, he made products that were completely innovative, combining the power of poetry and processors. And he was able to infuse into its DNA the design sensibilities, perfectionism, and imagination that make it likely to be, even decades from now, the company that thrives best at the intersection of artistry and technology. Excerpt 4 The difference that Jony has made, not only at Apple but in the world, is huge. He is a wickedly intelligent person in all ways. He understands business concepts, marketing concepts. He picks stuff up just like that, click. He understands what we do at our core better than anyone. And he understands that Apple is a product company. He has more operational power than anyone else at Apple except me. Jonathan Ive, known to all as Jony, was planning to quit. Ive grew up in Chingford, a town on the northeast edge of London. His father was a silversmith who taught at the local college. I came to realize that what was really important was the care that was put into it. What I really despise is when I sense some carelessness in a product. One of his creations was a pen with a little ball on top that was fun to fiddle with. It helped give the owner a playful emotional connection to the pen. For his thesis he designed a microphone and earpieceâ€”in purest white plasticâ€”to communicate with hearing-impaired kids. His flat was filled with foam models he had made to help him perfect the design. He had an epiphany in college when he was able to design on a Macintosh.

Chapter 2 : Steve Jobs (book) - Wikipedia

Here is a topic that, worldwide, needs no introduction or explanation. However big the Apple brand might be, Steve Jobs's brand equals it. You'll notice that unlike nearly any other biography and unlike every other biography by prolific author Walter Isaacson, Steve Jobs has no subtitle.

Chapter 3 : 30 Walter Isaacson Quotes (Author of Steve Jobs) | Wealthy Gorilla

Walter Isaacson (born May 20,) is an American writer and journalist. He is the University Professor of History at Tulane www.nxgvision.com has been the President and CEO of the Aspen Institute, a nonpartisan educational and policy studies organization based in Washington, D.C., chairman and CEO of CNN and Managing Editor of Time.

Chapter 4 : Walter Isaacson sells Central Park co-op for \$M

Steve Jobs is the authorized self-titled biography book of Steve www.nxgvision.com book was written at the request of Jobs by Walter Isaacson, a former executive at CNN and TIME who has written best-selling biographies of Benjamin Franklin and Albert Einstein.

Chapter 5 : Steve Jobs eBook by Walter Isaacson | Official Publisher Page | Simon & Schuster

After Steve Jobs anointed Walter Isaacson as his authorized biographer in , he took Mr. Isaacson to see the Mountain View, Calif., house in which he had lived as a boy. He pointed out its.

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The latest Tweets from Walter Isaacson (@WalterIsaacson). Professor at Tulane. Former CEO of Aspen Institute, editor of TIME, CEO of CNN. Author of The Innovators, Leonardo da Vinci, Franklin, Einstein, Steve Jobs.

Chapter 8 : Walter Isaacson - Wikipedia

Apple Names its New Campus Auditorium 'Steve Jobs Theater' Apple today announced that the 1,seat auditorium at its new Apple Park campus will be named the "Steve Jobs Theater" in memory of the Steve Jobs by walter isacson shared MacRumors 's photo.

Chapter 9 : Walter Isaacson - Simple English Wikipedia, the free encyclopedia

STEVE JOBS wurde von Oscar®-Preisträger Danny Boyle nach einem Drehbuch von Oscar®-Gewinner Aaron Sorkin inszeniert. Das Drehbuch basiert auf der von Walter Isaacson geschriebenen Bestseller.