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# El Libro De Steve Jobs Ensayo General

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Designed by Apple in California

Los 12 legados de Steve Jobs

The Steve Jobs Way

Steve Jobs: The Man Who Thought Different

Steve Jobs (edició en català)

Small Fry

Steve Jobs

To Pixar and Beyond

Haunted Empire: Apple After Steve Jobs

Options

A Transformação de Steve Jobs

Steve Jobs : lecciones de liderazgo

Steve Jobs

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

Resumen de Steve Jobs: la Biografía Exclusiva , de Walter Isaacson  
Resumen de Steve Jobs. Apuntes de estudio del bestseller de Walter Isaacson  
Becoming Steve Jobs  
Leonardo da Vinci  
Las cuatro vidas de Steve Jobs  
Steve Jobs. Un libro inspirador para los JÓVENES que no están dispuestos a renunciar a sus sueños  
The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success  
¿Quién fue Steve Jobs?  
Steve Jobs  
Steve Jobs  
The Money Code  
Leading Apple With Steve Jobs  
El libro de Steve Jobs  
Steve Jobs  
The Bite in the Apple  
Creative Selection  
La sabiduría empresarial de Steve Jobs : 250 citas del innovador que cambió el mundo

Who Was Steve Jobs?

Jeff Bezos

Steve Jobs

The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience

The Four Lives of Steve Jobs

I, Steve

Apple. El legado de Steve Jobs

The Wise Men

Yo, Steve Jobs

*El Libro De  
Steve Jobs  
Ensayo  
General*

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by guest*

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**KENDRICK MOYER**

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Designed by Apple in  
California Penguin  
A frank, smart and  
captivating memoir by the

daughter of Apple founder  
Steve Jobs. Born on a  
farm and named in a field  
by her parents—artist  
Chrisann Brennan and  
Steve Jobs—Lisa Brennan-  
Jobs’s childhood unfolded  
in a rapidly changing  
Silicon Valley. When she

was young, Lisa’s father  
was a mythical figure who  
was rarely present in her  
life. As she grew older,  
her father took an interest  
in her, ushering her into a  
new world of mansions,  
vacations, and private  
schools. His attention was

thrilling, but he could also be cold, critical and unpredictable. When her relationship with her mother grew strained in high school, Lisa decided to move in with her father, hoping he'd become the parent she'd always wanted him to be. Small Fry is Lisa Brennan-Jobs's poignant story of childhood and growing up. Scrappy, wise, and funny, young Lisa is an unforgettable guide, marveling at the particular magic of growing up in this family, in this place and time,

while grappling with her feelings of illegitimacy and shame. Part portrait of a complex family, part love letter to California in the seventies and eighties, Small Fry is an enthralling story by an insightful new literary voice.

*Los 12 legados de Steve Jobs* Simon and Schuster Steve Jobs, adoptado en la infancia por una familia en San Francisco, tuvo una vida llena de experiencia en solo cincuenta y seis cortos años. En este ¿Quién fue ... ? biografía , los niños

aprenderán cómo su obsesión con las computadoras y la tecnología a una edad temprana lo llevó a co-fundar y dirigir Apple, además de convertir Pixar en un estudio de animación de vanguardia . Jobs dejó la universidad antes de graduarse y tomó medidas no convencionales en su camino hacia el éxito, pero inspiró a los mejores y los más brillantes que fuera con él y «cambiar el mundo».

**The Steve Jobs Way**  
Grove Press

The Four Lives of Steve Jobs Daniel Ichbiah No. 1 on the best-sellers list in August 2011 (French version). New edition updated in 2016 "So at thirty I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating... ...I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me." This was Steve Jobs' confession on that morning in June 2005 to students at Stanford

University. It summed up the growth that was slowly taking place in him. Chased out of Apple like scum in 1985, Jobs had made a resounding comeback ten years later and gave us devices that left a mark on their time, such as the iPod, iPhone and iPad. The world's most admired CEO, Steve Jobs mostly went against the tide, driven by a vision of genius and an extraordinary strength of conviction. However, he could also get it wrong: he was the one who nearly ruined Apple in 1984 after

launching the Macintosh by insisting on poor technical choices! The 4 lives of Steve Jobs depicts Jobs' troubled youth, his rise to glory following the founding of Apple, his disgrace and his vain attempt at revenge followed by a return to the top. It also reveals a thousand unexpected facets of the extraordinary artist who ran Apple. \* His quest for enlightenment in India \* His initial refusal to recognize the paternity of his daughter Lisa \* His relationship with folk

singer Joan Baez \* The search for his mother, who abandoned him at birth \* The attempt to treat his cancer with a vegetarian diet In his own way, Steve Jobs never stopped wanting to change the world, to change life... A best-seller Published by Leduc Editions in April 2011, the French version of The Four Lives of Steve Jobs was a number one best-seller at the end of August, 2011.

**Steve Jobs: The Man Who Thought Different**  
Simon and Schuster

The #1 New York Times bestseller from Walter Isaacson brings Leonardo da Vinci to life in this exciting new biography that is “a study in creativity: how to define it, how to achieve it...Most important, it is a powerful story of an exhilarating mind and life” (The New Yorker). Based on thousands of pages from Leonardo da Vinci’s astonishing notebooks and new discoveries about his life and work, Walter Isaacson “deftly reveals an intimate Leonardo” (San Francisco

Chronicle) in a narrative that connects his art to his science. He shows how Leonardo’s genius was based on skills we can improve in ourselves, such as passionate curiosity, careful observation, and an imagination so playful that it flirted with fantasy. He produced the two most famous paintings in history, The Last Supper and the Mona Lisa. With a passion that sometimes became obsessive, he pursued innovative studies of anatomy, fossils, birds, the heart,

flying machines, botany, geology, and weaponry. He explored the math of optics, showed how light rays strike the cornea, and produced illusions of changing perspectives in *The Last Supper*. His ability to stand at the crossroads of the humanities and the sciences, made iconic by his drawing of Vitruvian Man, made him history's most creative genius. In the "luminous" (*Daily Beast*) Leonardo da Vinci, Isaacson describes how Leonardo's delight at combining diverse

passions remains the ultimate recipe for creativity. So, too, does his ease at being a bit of a misfit: illegitimate, gay, vegetarian, left-handed, easily distracted, and at times heretical. His life should remind us of the importance to be imaginative and, like talented rebels in any era, to think different. Here, da Vinci "comes to life in all his remarkable brilliance and oddity in Walter Isaacson's ambitious new biography...a vigorous, insightful portrait" (*The Washington Post*).

Steve Jobs (edició en català) Penguin

La biografia definitiva de Steve Jobs, creador d'Apple, escrita amb la seva total col·laboració. La mort de Steve Jobs ha commogut el món. Després de tenir-hi més de quaranta entrevistes en els darrers dos anys, i amb més d'un centenar de persones del seu entorn: familiars, amics, adversaris i col·legues, Walter Isaacson ens presenta l'única biografia escrita amb la col·laboració de Jobs, el retrat definitiu d'una de

les icones indiscutibles del nostre temps, la crònica de l'agitada vida i la desgastant personalitat d'un geni que, amb la seva creativitat, energia i afany de perfeccionisme, va revolucionar sis indústries: la informàtica, el cine d'animació, la música, la telefonia, les tauletes i l'edició digital. Conscient que la millor manera de crear valor al segle XXI és connectar la creativitat amb la tecnologia, Jobs va fundar una empresa en la qual els impressionants salts de la imaginació van de

bracet de sorprenents fitestecnològiques. Tot i que Jobs va col·laborar en el llibre, no va voler controlar el contingut, ni tan sols exercir el dret a llegir-lo abans de la publicació. No va defugir cap tema, i va encoratjar la gent que coneixia a parlar amb franquesa. «He fet moltes coses de les quals no em sento orgullós, com deixar la meva novia embarassada als vint-i-tres anys i la manera com em vaig comportar aleshores, però no hi ha cap cadàver al meu armari que no pugui

sortir a la llum.» Jobs parla amb sinceritat, de vegades brutal, sobre la gent amb la qual ha treballat i contra la que ha competit. De la mateixa manera, els seus amics, rivals i col·legues ofereixen una visió gens ensucrada de les passions, els dimonis, el perfeccionisme, els desitjos, el talent, els trucs i l'obsessió per controlar-ho tot que varen modelar la seva visió empresarial i els innovadors productes que va aconseguir crear. La seva història, per tant,



està plena d'ensenyaments sobre innovació, coratge, lideratge i valors. La vida d'un geni capaç d'enfuriar i de seduir a parts iguals.

Small Fry Vanguard

A pitch-perfect riff on Silicon Valley culture that follows the daily struggles, triumphs, and awesome celebrity encounters of Fake Steve Jobs

**Steve Jobs** ROSA VENTS  
SINOPSIS DEL LIBRO ORIGINAL  
Esta obra es una biografía de Steve Jobs, a quien el autor y gran

parte del mundo consideran un visionario y un genio. Vivió su vida demostrando su convicción de que había que luchar para asegurarse que las cosas sucedieran. Se movió constantemente entre la tecnología y el arte, y con su carisma y habilidad para convencer, llevó a su equipo a la superación constante. Marcó la industria de la computación con su sistema integrado, la industria musical con iTunes y iPod, los medios de comunicación en el

iPad, las películas animadas con Pixar y a varias generaciones con su visión de futuro. Fue un defensor acérrimo de los sistemas integrados, del "todo en uno". En este libro se pone de manifiesto que, aunque el perfeccionismo y la intensidad empujaron a Jobs a grandes logros, también lo condujeron a fricciones y conflictos, que caracterizaron la fascinante vida de uno de los iconos tecnológicos más influyentes de nuestro tiempo. Con un estilo narrativo ágil,

ameno y detallista, este libro recorre la vida y la obra de Steve Jobs, incluyendo su herencia visionaria.--SOBRE EL AUTOR DEL RESUMEN Los libros son mentores. Pueden guiar lo que hacemos en nuestras vidas y cómo lo hacemos. Muchos de nosotros amamos los libros mientras los leemos y hasta resuenan con nosotros algunas semanas después, pero luego de 2 años no podemos recordar si lo hemos leído o no. Y eso no está bien. Recordamos

que en el momento, aquel libro significó mucho para nosotros. ¿Por qué es que tiempo después nos hemos olvidado de todo? Este resumen toma las ideas más importantes del libro original. A muchas personas no les gusta leer, solo quieren saber qué es lo que el libro dice que deben hacer. Si confías en el autor no necesitas de los argumentos. La gran parte de los libros son argumentos de sus ideas, pero muy a menudo no necesitamos argumentos

si confiamos en la fuente. Podemos entender la idea de inmediato. Toda esta información está en el libro original. Este resumen hace el esfuerzo de reducir las redundancias y convertirlas en instrucciones directas al grano para las personas que no tienen intención de leer el libro en su totalidad. Esta es la misión de Sapiens Editorial. To Pixar and Beyond Leya The "money game" has its own rules, do you know them? You can't lose the "the money game" with

this book. Do you want to achieve financial independence? Do you want more time and a new lifestyle? Would you like to double your income every year? ... If you answered affirmatively, this reading will provide you with these answers and a new mindset about money and wealth. "The Money Code" contains everything you need to know to win your financial freedom. "The Money Code" will reveal what you have never been taught at school, at university, or at home about money

(simply because you do not know it) so that you will be free, wise and rich. Gain financial freedom with passive incomes and create multiple cash flow streams. I will show you how. Raimon Samsó, author of 36 books, world expert in money and conscience. Do you want to discover the Code that opens the safe of prosperity? Open the book and start reading... for a new leaving  
*Haunted Empire: Apple After Steve Jobs* McGraw Hill Professional  
Nadie duda de la

importancia de la figura de Steve Jobs, el visionario fundador de la empresa que ha revolucionado la forma de relacionarnos con la tecnología. A lo largo de sus años al frente de Apple, no solo fue el responsable de que salieran al mercado productos innovadores. También creó una escuela propia de gestión y liderazgo. A partir de las doce máximas que resumen la filosofía y sabiduría empresarial de Steve Jobs, extraídas de sus propias palabras,

Mario Escobar analiza en profundidad cómo ejerció ese liderazgo y cuáles fueron los secretos que le llevaron a convertirse en uno de los empresarios más admirados. Esos doce legados, ampliamente desarrollados en este libro, son mucho más que doce consejos sobre cómo triunfar en los negocios: son una guía para la vida y un modelo para enfrentarse a las situaciones difíciles, a las crisis personales y profesionales, y una ayuda para crecer como personas y reinventarnos.

*Options* St. Martin's Press  
 \* WALL STREET JOURNAL  
 BESTSELLER \* An insider's account of Apple's creative process during the golden years of Steve Jobs. Hundreds of millions of people use Apple products every day; several thousand work on Apple's campus in Cupertino, California; but only a handful sit at the drawing board. Creative Selection recounts the life of one of the few who worked behind the scenes, a highly-respected software engineer who worked in

the final years of the Steve Jobs era—the Golden Age of Apple. Ken Kocienda offers an inside look at Apple's creative process. For fifteen years, he was on the ground floor of the company as a specialist, directly responsible for experimenting with novel user interface concepts and writing powerful, easy-to-use software for products including the iPhone, the iPad, and the Safari web browser. His stories explain the symbiotic relationship between software and

product development for those who have never dreamed of programming a computer, and reveal what it was like to work on the cutting edge of technology at one of the world's most admired companies. Kocienda shares moments of struggle and success, crisis and collaboration, illuminating each with lessons learned over his Apple career. He introduces the essential elements of innovation—inspiration, collaboration, craft, diligence, decisiveness,

taste, and empathy—and uses these as a lens through which to understand productive work culture. An insider's tale of creativity and innovation at Apple, *Creative Selection* shows readers how a small group of people developed an evolutionary design model, and how they used this methodology to make groundbreaking and intuitive software which countless millions use every day.

*A Transformação de Steve Jobs* Scholastic  
A "THINK DIFFERENT"

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 creativity--and real innovation--in

any workplace. THE INNOVATION SECRETS OF STEVE JOBS "Steve Jobs has reinvented music distribution, the mobile telephone, and book publishing. You might want to take a look at how someone creates multi-billion dollar ideas, and turns them into multi-billion dollar products that everyone loves and admires. This book is not an option. Buy it now, bank it tomorrow." -- Jeffrey Gitomer, author of The Little Red Book of Selling "In The Innovation Secrets of Steve Jobs,

Carmine Gallo captures the true mindset of Jobs and Apple. This book is not just for the techie and marketing crowd, although they will gain valuable insight that can be applied to their worlds. It is also for anyone who loves technology and wants to understand how to create simple devices that are easy to use and can impact our lives." -- Tim Bajarin, president, Creative Strategies, Inc. "An inspiring roadmap for anyone who wants to live a life of passion and purpose." -- Tony Hsieh,

author of Delivering Happiness and CEO of Zappos.com, Inc. "Apple changed the world with the Mac and hasn't stopped innovating since. Carmine Gallo reveals the secrets and gives you the tools to unleash your inner Steve." -- Marc Benioff, chairman and CEO of salesforce.com and author of the national bestseller Behind the Cloud 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 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 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 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, 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 : lecciones de liderazgo** Editorial

Almuzara

“Las personas que están lo suficientemente locas como para pensar que

pueden cambiar el mundo son las que lo cambian”.

—Anuncio “Piensa diferente” de Apple (1997) Walter Isaacson, autor de la célebre biografía de Steve Jobs, nos explica las claves de liderazgo que convirtieron al creador de Apple en uno de los empresarios más exitosos del mundo. *Steve Jobs* Simon and Schuster

A "THINK DIFFERENT" 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 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 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 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

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stay-at-home moms—to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful, 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.

[The Innovation Secrets of Steve Jobs: Insanely Different Principles for](#)

### Breakthrough Success

Grupo Planeta Spain

A captivating blend of personal biography and public drama, *The Wise Men* introduces the original best and brightest, leaders whose outsized personalities and actions brought order to postwar chaos: Averell Harriman, the freewheeling diplomat and Roosevelt's special envoy to Churchill and Stalin; Dean Acheson, the secretary of state who was more responsible for the Truman Doctrine than Truman and for the

Marshall Plan than General Marshall; George Kennan, self-cast outsider and intellectual darling of the Washington elite; Robert Lovett, assistant secretary of war, undersecretary of state, and secretary of defense throughout the formative years of the Cold War; John McCloy, one of the nation's most influential private citizens; and Charles Bohlen, adroit diplomat and ambassador to the Soviet Union.

**Resumen de Steve Jobs: la Biografía Exclusiva , de Walter**

**Isaacson** Da Capo Press, Incorporated

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.

**Resumen de Steve Jobs. Apuntes de estudio del bestseller de Walter Isaacson**

Macmillan

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 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 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 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.

[Becoming Steve Jobs](#)

Babelcube Inc.

Revealing the real Steve Jobs, the mother of his

first child paints an intimate portrait of an idealistic young man who was driven to change the world, who denied his own child and who mistook power for love. 100,000 first printing.

[Leonardo da Vinci](#)

Createspace Independent Publishing Platform

Steve Jobs, adopted in infancy by a family in San Francisco, packed a lot of life into fifty-six short years. In this *Who Was...?* biography, children will learn how his obsession with computers and technology at an early

age led him to co-found and run Apple, in addition to turning Pixar into a ground-breaking animation studio. A college dropout, Jobs took unconventional steps in his path to success and inspired the best and the brightest to come with him and “change the world.”

*Las cuatro vidas de Steve Jobs* DEBATE

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 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 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 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 *Steve Jobs. Un libro inspirador para los JÓVENES que no están dispuestos a renunciar a sus sueños* Simon and Schuster A biografia que conquistou a Apple. E todos aqueles que realmente conheceram Steve Jobs. Steve Jobs e um nome global - publicaram-se centenas

de livros sobre ele mas poucos penetraram no amago da verdadeira quest?o: como e que um jovem t?o arrogante, a ponto de ter sido exilado da propria empresa que fundou, se tornou no visionario mais bem-sucedido do mundo dos negocios? Como foi Steve? Era o genio em carne e osso ou um pragmatico criador de tendencias? Exigente e

tirano com os funcionarios, ou perfeccionista e amavel com quem trabalhava? Uma nevoa de mitos urbanos gira em torno de Steve Jobs, mas este livro fugiu da vers?o convencional da sua historia - aquela que o lembra como meio genial, meio cretino - e oferece um relato brilhante, empolgante e exaustivo da vida, carreira e carater do diretor-geral e

cofundador da Apple. A partir de entrevistas ao circulo privado de Steve Jobs - familiares, amigos e rivais - os jornalistas Brent Schlender e Rick Tetzeli desenham um retrato verdadeiro e intimo de uma das personagens mais carismaticas de sempre. Este e o livro que os funcionarios da Apple escolheram para lembrar Steve Jobs e que a Apple desejaria ter oficializado.