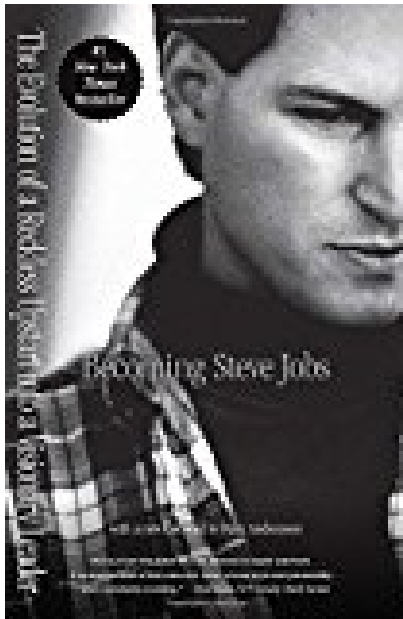# Becoming Steve Jobs The Evolution of a Reckless Upstart into a Visionary Leader

BOOK DETAILS

- Author : Brent Schlender
- Pages : 464 Pages
- Publisher : Crown Business
- Language : English
- ISBN : 0385347421

BOOK SYNOPSIS

#1 New York Times Bestseller There have been many books—on a large and small scale—about Steve Jobs, one of the most famous CEOs in history. But this book is different from all the others. Becoming Steve Jobs takes on and breaks down the existing myth and stereotypes about Steve Jobs. The conventional, one-dimensional view of Jobs is 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, and who decided to open up to the authors, 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, Brent 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 Rick humanize the man and explain, rather than simply describe, his behavior. Along the way, the book provides rich context about the technology revolution we all have lived through, and the ways in which Jobs changed our world. Schlender and Tetzeli make clear that Jobss astounding success at Apple was far more complicated than simply picking the right products: he became more patient, he learned to trust his inner circle, and discovered the importance of growing the company incrementally rather than only shooting for dazzling game-changing products. A rich and revealing account that will change the way we view Jobs, 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 a more mature management style to create one of the most valuable and beloved companies on the planet. From the Hardcover edition.

BECOMING STEVE JOBS THE EVOLUTION OF A RECKLESS UPSTART INTO A VISIONARY LEADER - Are you looking for Ebook Becoming Steve Jobs The Evolution Of A Reckless Upstart Into A Visionary Leader? You will be glad to know that right now Becoming Steve Jobs The Evolution Of A Reckless Upstart Into A Visionary Leader is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product.

Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Becoming Steve Jobs The Evolution Of A Reckless Upstart Into A Visionary Leader may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Becoming Steve Jobs The Evolution Of A Reckless Upstart Into A Visionary Leader and many other ebooks.

We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Becoming Steve Jobs The Evolution Of A Reckless Upstart Into A Visionary Leader. To get started finding Becoming Steve Jobs The Evolution Of A Reckless Upstart Into A Visionary Leader, you are right to find our website which has a comprehensive collection of manuals listed.