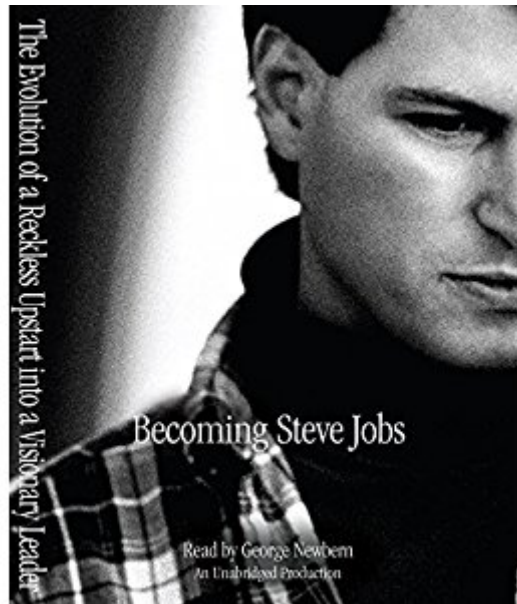


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# Becoming Steve Jobs: The Evolution Of A Reckless Upstart Into A Visionary Leader



## Synopsis

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 lives 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. In addition Brent knew Jobs personally for 25 years and drew 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 Jobs' 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 he discovered the importance of growing the company incrementally rather than only shooting for dazzling, game-changing products.

## Book Information

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## Customer Reviews

This is a fascinating biography that I enjoyed very much, but before getting into the details of the book itself I want to quickly go back in time to when Steve Jobs died on October 5, 2011 (it's hard to believe that three and a half years have already gone by since that date). At that time, the Walter Isaacson biography (Steve Jobs) had already been written. Jobs had agreed to be interviewed by Isaacson over the course of the final two years of his life, and when Isaacson's biography of Jobs was published less than three weeks after his death, on October 24, 2011, it immediately became a bestseller. His book was taken as the most thorough and authoritative description of Jobs that had been written. It did have the cooperation of Jobs himself, and did become the benchmark biography of Jobs (until today). It pulled few punches in describing Jobs volatility throughout his life and in managing his businesses. The view of most was probably that the Isaacson book was tough but fair, because the stories of how difficult Jobs could be were well known and undisputed. Now that a couple of years have gone by and people have had a chance to adjust to Jobs death and reflect, it turns out that there was a need for a more balanced look at his life, one that doesn't overlook his failings but also gives more credit to not only his great technological leadership but also his humanity and his great talents as a leader of men and women. Especially interesting are the stories of his growth as a person, and how he did learn to be more understanding and compassionate in dealing with people.

I have been a big fan of the work of Apple and Jobs, and I have read other books and articles over the years about them. So I was very much looking forward to this book and pre-ordered and read it as soon as I could. Overall I am not disappointed. That said, it was speculated in the press that the goal of this book was to shed Job's old image as a genius and sociopath, and the book does try hard to do this at the expense of being comprehensive about Jobs. Good:- Overall narrative focused on Jobs's personal growth over the years- Shorter and easier to read and follow than the Bible-length bio by Isaacson- Focused on relationships rather than products or events- Includes plenty of quotes and anecdotes not seen before, especially from people close to Jobs during his second tenure at Apple- Sheds light on his final years with cancer and the work on the iPhone and iPad (something Isaacson did not do as well)- Good insights on Jobs's thinking about products and business decisions- Shows Jobs's human side; I loved the stories about him helping someone jump

start his car or being late for the Stanford commencement addressBad:- Very incomplete and not comprehensive. This should not be your first or only book about Apple or Jobs. Isaacson, although too long, is better overall.- Completely omits quotes and anecdotes from bad relationships. Why nothing from Job's girlfriend and mother of his estranged first daughter? Why nothing from Lisa, his first daughter? Why so little from Woz, the cofounder of Apple? Why nothing from Jobs's biological or adoptive parents?- If family was really so important to Jobs (and I believe it), why not tell us more about them and how he chose to relate to them?

Steve Jobs famously said, "You can't connect the dots looking forward; you can only connect them looking backward." • *Becoming Steve Jobs*, by Brent Schlender and Rick Tetzeli, does a wonderful job of connecting the dots of Steve Jobs's passionate life. With new first-hand accounts and insights into Jobs's personal and professional growth, *Becoming Steve Jobs* offers a glimpse into the tremendous work it took for an "inconsiderate" and "rash" young visionary to develop himself into a caring and deliberate leader who so deeply valued -- and inspired in others -- one thing above all else: a love of and dedication to creating the beautiful in work, in life. GROWTH. In *Becoming Steve Jobs*, we see Jobs develop. At times, we encounter him at his worst: an emotionally erratic young man sitting in a parking lot, literally crying in shame after losing control of himself in a meeting; an arrogant 20-something who thinks "he could probably do anybody's job better than they could" (Schlender & Tetzeli); a pained adult having to finally end production on his beloved NeXT computers. We see his beginnings, and his faults. But we also see the steps he takes to grow, to overcome weaknesses and learn from mistakes. For instance, we see him genuinely apologizing for inappropriate outbursts. We hear from colleagues such as John Lasseter, Chief Creative Officer at Pixar, that he could inspire those around him "to do amazing things he knew he couldn't do himself." • And of course we see his incredible comeback to Apple (after it purchases NeXT) and the fantastic computers he creates while there. Time and again, we see Steve Jobs neither as a lucky boy in the right place at the right time nor as a fully formed tech messiah with God-given talents.

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