

A black and white close-up portrait of Steve Jobs, looking slightly to the right with a faint smile. He is wearing a dark turtleneck and a plaid shirt. The background is out of focus.

#1
*New York
Times*
Bestseller

Becoming Steve Jobs

with a new foreword by Marc Andreessen

"Will quicken the pulse of even obsessive Apple watchers . . .
A layered portrait of the mercurial Jobs, whose style and personality . . .
were constantly evolving." —Brad Stone, *NYT Sunday Book Review*

The Evolution of a Reckless Upstart into a Visionary Leader

Resumo de Becoming Steve Jobs: The Evolution of a Reckless Upstart Into a Visionary Leader

Now in paperback, the #1 New York Times bestselling biography of how Steve Jobs became the most visionary CEO in history. With a new foreword by Marc Andreessen and new afterword by the authors, "Becoming Steve Jobs" is a narrative on Jobs' evolution as a manager and leader, as an astute CEO, as a father, and as a visionary with an unparalleled sense of what consumers wanted before they knew what they wanted themselves.

But he didn't start out with those skills. When he first left Apple in 1985 and struck out to form his own company, NeXT, he knew little about running a company, holding to a budget, or developing successful products.

It was during his years in the wilderness, unsuccessfully launching NeXT and helping to revitalize Pixar, that he learned the skills that would make him so successful upon his return to Apple in 1996."

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