

Steve Jobs Computer Pioneer Co Founder Of Apple History Maker Bios Lerner

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The Innovators

From the legendary founder of Atari and Chuck E. Cheese's and Steve Jobs's first boss, the secrets to finding, hiring, keeping, and nurturing creative talent. The business world is changing faster than ever, and every day your company faces new complications and difficulties. The only way to resolve these issues is to have a staff of wildly creative people who live as much in the future as the present, who thrive on being different, and whose ideas will guarantee that your company will prosper when other companies fail. A celebrated visionary and iconoclast, Nolan Bushnell founded the groundbreaking gaming company Atari before he went on to found Chuck E. Cheese's and two dozen other companies. He also happened to launch the career of the late Steve Jobs, along with those of many other brilliant creatives over the course of his five decades in business. With refreshing candor, keen psychological insight, and robust humor, Bushnell explains in *Finding the Next Steve Jobs* how to think boldly and differently about companies and organizations—and specifically the people who work within them. For anyone trying to turn a company into the next Atari or Apple, build a more creative workforce, or fashion a career in a changing world, this book will enlighten, challenge, surprise, and amuse.

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Steve Jobs

Apple Computer was once a shining example of the American success story. Having launched the personal computer revolution in 1977 with the first all-purpose desktop PC, Apple became the darling of the national business press and Wall Street. Yet by 1995, the company's change-the-world idealism had all but disappeared in a bitter internal struggle between warring camps. Raging internal mistakes, petty infighting, and gross mismanagement became Apple's hallmark, and today the company clings to a mere 3.7 percent share of the market it helped to create. Apple is the spellbinding account of what really went on behind closed doors, revealing the forces that dismantled this once great icon of American business.

Insanely Great

Traces the history of the personal computer industry, focusing on the individuals who developed new microcomputers and software, and created new computer companies.

Valley of Genius

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Most histories of the personal computer industry focus on technology or business. John Markoff's landmark book is about the culture and consciousness behind the first PCs—the culture being counter- and the consciousness expanded, sometimes chemically. It's a brilliant evocation of Stanford, California, in the 1960s and '70s, where a group of visionaries set out to turn computers into a means for freeing minds and information. In these pages one encounters Ken Kesey and the phone hacker Cap'n Crunch, est and LSD, The Whole Earth Catalog and the Homebrew Computer Lab. What the Dormouse Said is a poignant, funny, and inspiring book by one of the smartest technology writers around.

Computerworld

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

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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.

Steve Jobs: Pionero en computadoras y cofundador de Apple

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(Steve Jobs: Computer Pioneer & Co-Founder of Apple)

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.

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All about Steve Wozniak

In her highly acclaimed first novel, *Anywhere But Here*, Simpson created one of the most astute yet vulnerable heroines in contemporary fiction. Now Mayan Atassi--once Mayan Stevenson--returns in an immensely powerful novel about love and lovelessness, fathers and fatherlessness, and the loyalties that shape us even when they threaten to destroy us. Now a woman of twenty-eight and finally on her own in medical school, Mayan becomes obsessed with the father she never knew, leading her to hire detectives to dredge up the past, thus eroding her savings, ruining her career, and flirting with madness in a search spanning two continents. "Ratifies the achievement of *Anywhere But Here*, attesting to its author's dazzling literary gift and uncommon emotional wisdom." --New York Times "A breathtaking piece of fiction; Simpson is a writer who can break our heart and mend it in the same sentence." --Cleveland Plain Dealer From the Trade Paperback edition.

Insanely Simple

"A graphic biography about the creator of Apple"--Cover.

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Troublemakers

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.

Tim Cook

This 25th anniversary edition of Steven Levy's classic book traces the exploits of the computer revolution's original hackers -- those brilliant and eccentric nerds from the late 1950s through the early '80s who took risks, bent the rules, and pushed the world in a radical new direction. With updated material from noteworthy hackers such as Bill Gates, Mark Zuckerberg, Richard Stallman, and Steve Wozniak, *Hackers* is a fascinating story that begins in early computer research labs and leads to the first home computers. Levy profiles the imaginative brainiacs who found clever and unorthodox solutions to computer engineering problems. They had a shared sense of values, known as "the hacker ethic," that still thrives today. *Hackers* captures a seminal period in recent history when underground

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activities blazed a trail for today's digital world, from MIT students finagling access to clunky computer-card machines to the DIY culture that spawned the Altair and the Apple II.

Apple Confidential 2.0

This volume is an exciting exploration into the life of American computer pioneer Steve Jobs, cofounder of Apple, Inc., and one of the leaders of the personal computer revolution. This book covers Jobs' early life as well as his work as CEO of Apple, including his amazing computer inventions. Compelling text is paired with color photographs to give readers a dynamic reading experience. Readers will also enjoy additional information in the form of sidebars and timelines. Steve Jobs exemplified STEM, a major curriculum focus, and students are sure to walk away with a deep understanding of career-based STEM.

Insanely Great

The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and American society. Original.

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Steve Jobs: Computer Pioneer & Co-Founder of Apple

STEVE JOBS- SUCCESS AND SURVIVAL LESSONS ~ ?Everlasting Words of the Inspirator ?~ Steve Jobs, the co founder Apple Computer Corporation, was one of the pioneers in micro computer revolution. Along with Steve Wozniak, he was the key inventor of iPhone series and iPads. Steve's motto was to have 'Computer in the hands of everyday people' and he was capable to make it to high level. In addition to Apple, he was a major stockholder in Pixar and became the board member of Disney World as it acquired Pixar and also the CEO of NEXT. Even though he was forced to quit Apple, came back to the company as CEO at a crucial time when it was facing a financial crisis and bankruptcy. He revived Apple with creative ideas and developed a list of innovative products iMac, iTunes, iPods, iPads. Lets rejuvenate ourselves with his inspiring words...

The Lost Father

This is a stunning visual guide to the life and works of entrepreneur Steve Jobs. Easily one of the most influential innovators of the twenty-first century, Steve Jobs has fundamentally shaped the way in

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which we communicate and, even more broadly, live our lives. In this information-packed graphic biography, Steve Jobs' remarkable talent and genius are explored through bold design and original graphics. Kevin Lynch explores Jobs' journey from savvy salesman, to his rivalry and market competition with Bill Gates, and his shift towards radical innovations in later life. This technological innovator led a fascinating, astounding and ultimately too short life, that irreversibly impacted how we communicate. Steve Jobs is a visual celebration and comprehensive study of 'The Maverick' and his work; and a must-have for any fan of Apple products.

Giants of Computing

This book takes a look at the life of Apple Co-Founder and personal computer pioneer, Steve Jobs. The book is complete with photographs from Jobs' early life, simple text, and a timeline. Aligned to Common Core Standards and correlated to state standards. Abdo Kids Jumbo is an imprint of Abdo Kids, a division of ABDO.

Steve Jobs

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Examines the life and career of the innovator and founder of Apple.

Finding the Next Steve Jobs

A revelatory history of the people who created the computer and the internet discusses the process through which innovation happens in the modern world, citing the pivotal contributions of such figures as programming pioneer Ada Lovelace. By the author of Steve Jobs. 500,000 first printing.

Steve Jobs- Success and Survival Lessons

"This book is intended to provide an introduction to, and an overview of, the computer industry--or the 'Computer Age'--as well as the key people who created the computerised world we live in without too many technical details. The idea is to offer a snapshot of the industry at this point in time and find out how it got where it is today, highlighting its most notable inventions and innovations and the pioneering people who are responsible for them. It is not really meant to be an exhaustive record of anything, although it does feature some lists of important developments and pioneering people."--Cover.

Pioneers of the Computer Age: from Charles Babbage to Steve Jobs

The Wall Street Journal Bestseller! Updated to include Steve Jobs's iPad and iPad2 launch presentations "The Presentation Secrets of Steve Jobs reveals the operating system behind any great presentation and provides you with a quick-start guide to design your own passionate interfaces with your audiences." –Cliff Atkinson, author of Beyond Bullet Points and The Activist Audience Former Apple CEO Steve Jobs's wildly popular presentations have set a new global gold standard—and now this step-by-step guide shows you exactly how to use his crowd-pleasing techniques in your own presentations. The Presentation Secrets of Steve Jobs is as close as you'll ever get to having the master presenter himself speak directly in your ear. Communications expert Carmine Gallo has studied and analyzed the very best of Jobs's performances, offering point-by-point examples, tried-and-true techniques, and proven presentation secrets in 18 "scenes," including: Develop a messianic sense of purpose Reveal the Conquering hero Channel your inner Zen Stage your presentation with props Make it look effortless With this revolutionary approach, you'll be surprised at how easy it is to sell your ideas, share your enthusiasm, and wow your

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audience the Steve Jobs way. "No other leader captures an audience like Steve Jobs does and, like no other book, The Presentation Secrets of Steve Jobs captures the formula Steve uses to enthrall audiences." —Rob Enderle, The Enderle Group "Now you can learn from the best there is—both Jobs and Gallo. No matter whether you are a novice presenter or a professional speaker like me, you will read and reread this book with the same enthusiasm that people bring to their iPods." —David Meerman Scott, bestselling author of The New Rules of Marketing & PR and World Wide Rave

Becoming Steve Jobs

Welcome to the world of John T. Draper, better known as Captain Crunch, an eccentric genius who went from being a penniless hacker to a millionaire and back again. Along the way, he developed some of the most significant tools of the computer revolution, but for every success, there have been setbacks and hurdles of literary proportion. Featuring a foreword by Apple co-founder Steve Wozniak and cameos by the who's who of early computing, this Kerouacian journey gives us an inside look at the birth of modern computing through the eyes of one of its most influential pioneers.

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

One of USA Today's Best Business Books of 2008—now updated with a new chapter It's hard to believe that one man revolutionized computers in the 1970s and '80s (with the Apple II and the Mac), animated movies in the 1990s (with Pixar), and digital music in the 2000s (with the iPod and iTunes). No wonder some people worship Steve Jobs like a god. On the other hand, stories of his epic tantrums and general bad behavior are legendary. Inside Steve's Brain cuts through the cult of personality that surrounds Jobs to unearth the secrets to his unbelievable results. So what's really inside Steve's brain? According to Leander Kahney, who has covered Jobs since the early 1990s, it's a fascinating bundle of contradictions. This expanded edition includes a new chapter on Jobs's very public health crisis and the debate about Apple's future.

Apple: The Company and Its Visionary Founder, Steve Jobs

Describes the development of the Apple Macintosh through a variety of anecdotes, photographs, and sketches.

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Creativity, Inc.

Steve Jobs was an American entrepreneur, businessman, inventor, and industrial designer. Jobs was the chairman, and the chief executive officer (CEO), and a co-founder of Apple Inc.; CEO and majority shareholder of Pixar; a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and founder, chairman, and CEO of NeXT. Jobs and Apple co-founder Steve Wozniak are widely recognized as pioneers of the microcomputer revolution of the 1970s and 1980s. He was born in San Francisco to parents who had to put him up for adoption at birth; he was raised in the San Francisco Bay Area during the 1960s. Jobs then attended Reed College in 1972 before dropping out, and decided to travel through India in 1974 seeking enlightenment and studying Zen Buddhism. Jobs's declassified FBI report stated that an acquaintance knew that Jobs had used marijuana (the formerly illegal drug in California), and LSD while he was in college. Jobs once told a reporter that taking LSD was "one of the two or three most important things" he did in his life. Jobs and Wozniak co-founded Apple in 1976 to sell Wozniak's Apple I personal computer. The visionaries gained fame and wealth a year later for the Apple II, one of the first highly successful mass-produced personal computers. In 1979, after a tour of PARC, Jobs saw the commercial potential of

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the Xerox Alto, which was mouse-driven and had a graphical user interface (GUI). This led to development of the unsuccessful Apple Lisa in 1983, followed by the breakthrough Macintosh in 1984. In addition to being the first mass-produced computer with a GUI, the Macintosh introduced the sudden rise of the desktop publishing industry in 1985 with the addition of the Apple LaserWriter, the first laser printer to feature vector graphics. Following a long power struggle, Jobs was forced out of Apple in 1985. After leaving Apple, Jobs took a few of its members with him to found NeXT, a computer platform development company that specialized in state-of-the-art computers for higher-education and business markets. In addition, Jobs helped to initiate the development of the visual effects industry when he funded the spinout of the computer graphics division of George Lucas's Lucasfilm in 1986. The new company, Pixar, would eventually produce the first fully computer-animated film, Toy Story—an event made possible in part because of Jobs's financial support. In 1997, Apple merged with NeXT. Within a few months of the merger, Jobs became CEO of his former company; he revived Apple at the verge of bankruptcy. Beginning in 1997 with the "Think different" advertising campaign, Jobs worked closely with designer Jonathan Ive to develop a line of products that would have larger cultural ramifications: the iMac, iTunes and iTunes Store, Apple Store, iPod, iPhone, App Store,

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and the iPad. In 2001, the original Mac OS was replaced with a completely new Mac OS X, based on NeXT's NeXTSTEP platform, giving the OS a modern Unix-based foundation for the first time. Jobs was diagnosed with a pancreatic neuroendocrine tumor in 2003 and died on October 5, 2011, of respiratory arrest related to the pancreatic tumor.

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

"This is the most important book on Silicon Valley I've read in two decades. It will take us all back to our roots in the counterculture, and will remind us of the true nature of the innovation process, before we tried to tame it with slogans and buzzwords." -- Po Bronson, #1 New York Times bestselling author of *The Nudist on the Late Shift* and *Nurtureshock* A candid, colorful, and comprehensive oral history that reveals the secrets of Silicon Valley -- from the origins of Apple and Atari to the present day clashes of Google and Facebook, and all the start-ups and disruptions that happened along the way. Rarely has one economy asserted itself as swiftly--and as aggressively--as the entity we now know as Silicon Valley. Built with a seemingly

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permanent culture of reinvention, Silicon Valley does not fight change; it embraces it, and now powers the American economy and global innovation. So how did this omnipotent and ever-morphing place come to be? It was not by planning. It was, like many an empire before it, part luck, part timing, and part ambition. And part pure, unbridled genius Drawing on over two hundred in-depth interviews, Valley of Genius takes readers from the dawn of the personal computer and the internet, through the heyday of the web, up to the very moment when our current technological reality was invented. It interweaves accounts of invention and betrayal, overnight success and underground exploits, to tell the story of Silicon Valley like it has never been told before. Read it to discover the stories that Valley insiders tell each other: the tall tales that are all, improbably, true.

IWoz

This book takes a look at the life of Apple Co-Founder and personal computer pioneer, Steve Jobs. The book is complete with photographs from Jobs' early life, simple text, and a timeline. Aligned to Common Core Standards and correlated to state standards. Abdo Kids Jumbo is an imprint of Abdo Kids, a division of ABDO. Translated by native Spanish speakers--and immersion school educators.

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Steve Jobs

It has been upon the shoulders of giants that the modern world has been forged. This accessible compendium presents an insight into the great minds responsible for the technology which has transformed our lives. Each pioneer is introduced with a brief biography, followed by a concise account of their key contributions to their discipline. The selection covers a broad spread of historical and contemporary figures from theoreticians to entrepreneurs, highlighting the richness of the field of computing. Suitable for the general reader, this concise and easy-to-read reference will be of interest to anyone curious about the inspiring men and women who have shaped the field of computer science.

The Wall Street Journal

'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can move mountains' Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies.

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It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

Hackers

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

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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 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

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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.

Inside Steve's Brain

Steve Wozniak grew up with an insatiable curiosity that his father, a programmer, helped fuel. After being accepted to the University of Colorado Boulder, Steve was quickly expelled for hacking into the college' computer system. He then got a job at Hewlett-Packard where he met Steve Jobs. Together, the two Steves created the Apple Computer company. Steve Wozniak's job at Apple was to program the computers to be programmable, compact, and fast, which was no easy feat when most computers at the time filled a room. Steve Jobs's role was to market and sell the new computers. Woz, as his friends called him, single-handedly designed and programmed the hardware, circuit boards, and operating system for the Apple I. Slowly, the tech world caught up to

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him and the personal computer was born.

Fire in the Valley

Acclaimed historian Leslie Berlin's "deeply researched and dramatic narrative of Silicon Valley's early years...is a meticulously told...compelling history" (The New York Times) of the men and women who chased innovation, and ended up changing the world. Troublemakers is the gripping tale of seven exceptional men and women, pioneers of Silicon Valley in the 1970s and early 1980s. Together, they worked across generations, industries, and companies to bring technology from Pentagon offices and university laboratories to the rest of us. In doing so, they changed the world. "In this vigorous account...a sturdy, skillfully constructed work" (Kirkus Reviews), historian Leslie Berlin introduces the people and stories behind the birth of the Internet and the microprocessor, as well as Apple, Atari, Genentech, Xerox PARC, ROLM, ASK, and the iconic venture capital firms Sequoia Capital and Kleiner Perkins Caufield & Byers. In the space of only seven years, five major industries—personal computing, video games, biotechnology, modern venture capital, and advanced semiconductor logic—were born. "There is much to learn from Berlin's account, particularly that Silicon Valley has long provided the backdrop where technology, elite

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education, institutional capital, and entrepreneurship collide with incredible force” (The Christian Science Monitor). Featured among well-known Silicon Valley innovators are Mike Markkula, the underappreciated chairman of Apple who owned one-third of the company; Bob Taylor, who masterminded the personal computer; software entrepreneur Sandra Kurtzig, the first woman to take a technology company public; Bob Swanson, the cofounder of Genentech; Al Alcorn, the Atari engineer behind the first successful video game; Fawn Alvarez, who rose from the factory line to the executive suite; and Niels Reimers, the Stanford administrator who changed how university innovations reach the public. Together, these troublemakers rewrote the rules and invented the future.

Steve Jobs: Insanely Great

This must-read biography of Steve Jobs provides an “absorbing, detailed account of Apple’s first heady days” (School Library Journal) and beyond, and is specially written for a younger audience. Visionary. Pioneer. Little terror. Entrepreneur. Inventor. College dropout. Creative genius. These are just a few of the words used to describe the late Steve Jobs, cofounder, chairman, and chief executive officer of Apple Inc. In this comprehensive biography for middle grade

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readers, discover the story of the “Thomas Edison of our time.” Originally published in 2012, this revised edition includes eight pages of photos as well as a timeline and index.

Steve Jobs

An examination of one of the greatest success stories of the digital age looks at the success Steve Jobs has had with Pixar and his rejuvenation of Apple through the introduction of the iMac and iPod.

Beyond The Little Blue Box

A Bright and Guilty Place

Best Book of the Year The Los Angeles Times • The Washington Post Los Angeles was the fastest growing city in the world, mad with oil fever, get-rich-quick schemes, and celebrity scandals. It was also rife with organized crime, with a mayor in the pocket of the syndicates and a DA taking bribes to throw trials. In *A Bright and Guilty Place*, Richard Rayner narrates the entwined lives of two men, Dave Clark and Leslie

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White, who were caught up in the crimes, murders, and swindles of the day. Over a few transformative years, as the boom times shaded into the Depression, the adventures of Clark and White would inspire pulp fiction and replace L.A.'s reckless optimism with a new cynicism. Together, theirs is the tale of how the city of sunshine went noir. From the Trade Paperback edition.

Revolution in The Valley

The high-tech wizard behind Apple offers a personal account of the creation of the first personal computer by marrying computer circuitry with a video screen and a typewriter keyboard to create the affordable, easy-to-use Apple I, detailing his life before and after Apple and providing a personal perspective on an invention that ignited the computer revolution. 50,000 first printing.

Steve Jobs

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-

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monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

History Maker Biographies

Chronicles the best and the worst of Apple Computer's remarkable story.

Apple

History Maker Biographies takes a look into the lives of past and present distinguished people who have gone down in history for contributing to sports, society, science, entertainment, and more. Each title features relevant and/or historical photographs, photo captions, and a timeline. Aligned to Common Core Standards and correlated to state standards. Abdo Kids is a division of ABDO.

What the Dormouse Said

From a co-founder of Pixar Animation Studios—the Academy Award-winning studio behind *Coco*, *Inside Out*, and *Toy Story*—comes an incisive book

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about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal Creativity, Inc. is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the Toy Story trilogy, Monsters, Inc., Finding Nemo, The Incredibles, Up, WALL-E, and Inside Out, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a

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partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie's success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as:

- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.
- If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead.
- It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them.
- The cost of preventing errors is often far greater than the cost of fixing them.
- A company's communication structure should not mirror its organizational structure. Everybody should be able to talk to anybody.

Icon Steve Jobs

This title examines the remarkable life of Steve Jobs and his work building the groundbreaking company Apple. Readers will learn about Jobs's background and education, as well as his early career and his

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time with NeXT Computer and Pixar. Also covered is a look at how Apple operates, its history, and its many innovations, including the iPod, the iPad, and the iPhone. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an Index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

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