



# I, Steve: Steve Jobs In His Own Words (In Their Own Words)

By George

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Drawn from more than three decades of media coverage—print, electronic, and online—this book serves up the best, most thought-provoking insights ever spoken by Steve Jobs: more than 200 quotations that are essential reading for everyone who seeks innovative solutions and inspirations applicable to their business, regardless of size.

Jobs, the longtime CEO of Apple, Inc., which he co-founded in 1976, stepped down from that role in August 2011, bringing an end to one of the greatest, most transformative business careers in history. Over the years, Jobs has given countless interviews to the media, explaining what he calls “the vision thing”—his unmatched ability to envision, and successfully bring to the marketplace, consumer products that people find simply irresistible.

Jobs has made an indelible mark in multiple industries, and played an enormous role in creating others. Consider how Jobs and Apple shaped the following fields: personal computers (laptop and desktop), apps (for multiple electronic devices), computer animation (Pixar), music (iTunes), telecommunications (iPhone), personal digital devices (iPod), books (iBook), and, most recently, tablets (iPad). Jobs is the great business visionary of our era.

*I, Steve* is the perfect gift or reference item for everyone interested in this great American original

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## I, Steve: Steve Jobs In His Own Words (In Their Own Words) By George Bibliography

- Sales Rank: #650337 in eBooks
- Published on: 2011-10-14
- Released on: 2011-10-14
- Format: Kindle eBook

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### Editorial Review

#### Review

"It's the same treatment given such luminaries as Winston Churchill, Abraham Lincoln and Christopher Hitchens and offers Jobs's views on life, death, technology and design, among other topics." —Timothy R. Smith, **Washington Post**

"A new book revealing many of Steve Jobs' most illuminating quotes..." —Lance Whitney, **CNET**

"Steve Jobs, whose resume twice cites 'the vision thing,' has given us some truly memorable quotes."  
—**FoxNews.com**

"A 160-page collection of quotes from the most iconic product pitchman since P.T. Barnum." —Ben Popper, **The New York Observer BetaBeat blog**

"A much better Jobs product is coming soon. It'll entertain you for hours, and no — it is not a Jobs-branded iPad or anything similarly high-tech. It is, friends, an old-fashioned book!" —Hillary Reinsberg, **Mogulite**

"Inspirational reading pleasure." —Courtney Boyd Myers, **The Next Web**

"The kind of book that you read, think about, and then pass on to a friend or colleague...I learned a lot about Jobs' thinking process." —Allen Stern, **CenterNetworks**

"A short work to be dipped into for nuggets of business (or law firm) wisdom..." —Michael Roach, **Law Technology News**

"Steve Jobs, who brought the world the iPhone, the iPad, the iPod and so much more, has left a rich history, both of technological innovations and of thoughts about what people want from them. Perhaps it's inevitable that a book about him would be titled *I, Steve*." —Ned Potter, **ABCNews.com**

#### Praise for Other Titles in Agate B2's *New York Times* Best-Selling Series, **IN THEIR OWN WORDS**:

"[*Impatient Optimist*] is like eating salted peanuts: Once you start reading, it's hard to stop." — Anne Fisher, **CNN Money**

"[*Boy Billionaire*] reveals the intimate thoughts and beliefs of the man who has arguably created one of the world's largest companies...and who is also one of the world's greatest social connectors." - **Strategy Driven**

#### Praise for *Steve Jobs*:

"Rarely has a major company and industry been so dominated by a single individual, and so successful. His influence went far beyond the iconic personal computers that were Apple's principal product for its first 20 years. In the last decade, Apple has redefined the music business through the iPod, the cellphone business

through the iPhone and the entertainment and media world through the iPad. Again and again, Mr. Jobs gambled that he knew what the customer would want, and again and again he was right." —*The New York Times*

"CEO of the decade." —*Fortune magazine*

"The world's best-performing CEO." —*Harvard Business Review*

"Person of the Decade." —*The Wall Street Journal*

#### About the Author

George Beahm is the author or editor of more than 25 books, many of them companion volumes about well-known writers and public figures. He lives in Williamsburg, Virginia.

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