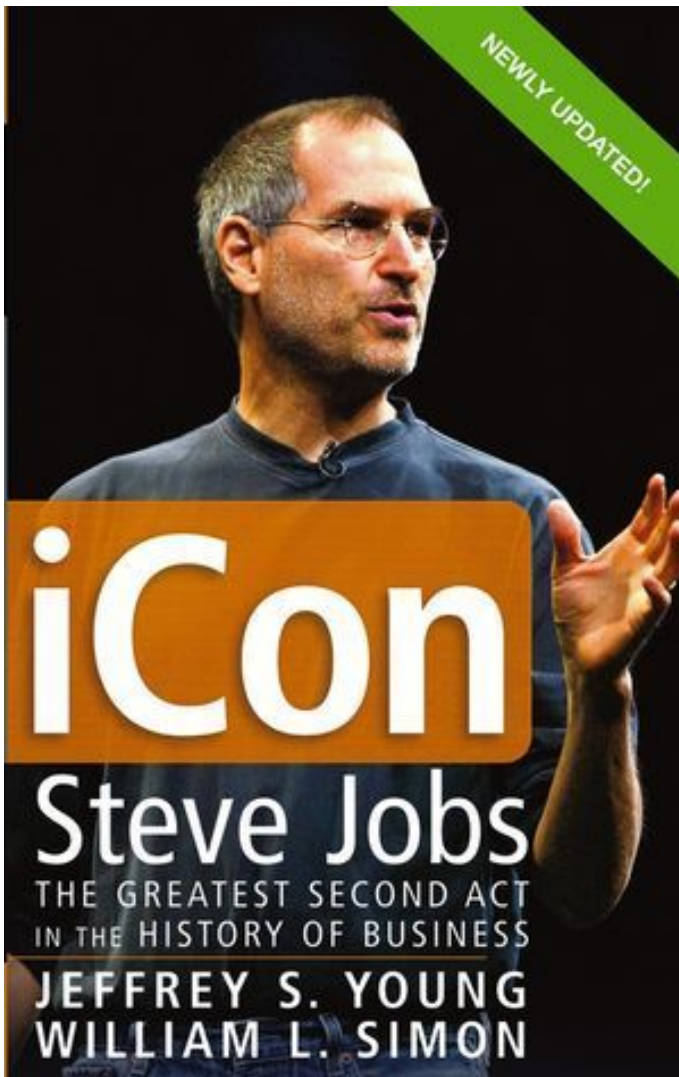


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**Jeffrey S. Young**

**iCon Steve Jobs: The Greatest Second Act in the History of Business**



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Author: Jeffrey S. Young

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## Description

*iCon* takes a look at the most astounding figure in a business era noted for its mavericks, oddballs, and iconoclasts. Drawing on a wide range of sources, Jeffrey Young and William Simon provide new perspectives on the legendary creation of Apple, detail Jobs's meteoric rise, and the devastating plunge that left him not only out of Apple, but out of the computer-making business entirely. This unflinching and completely unauthorized portrait reveals both sides of Jobs's role in the remarkable rise of the Pixar animation studio, also re-creates the acrimony between Jobs and Disney's Michael Eisner, and examines Jobs's dramatic rise from the ashes with his recapture of Apple. The authors examine the takeover and Jobs's reinvention of the company with the popular iMac and his transformation of the industry with the revolutionary iPod. *iCon* is must reading for anyone who wants to understand how the modern digital age has been formed, shaped, and refined by the most influential figure of the age—a master of three industries: movies, music, and computers.

## Insightful reviews

Amar Pai: Enjoyably dishy. Crazy thing is the book ends before the iPhone era-- and even without the iPhone/iPad, Jobs's list of accomplishments is huge. This book may be annoying to some cos it's not especially charitable towards Jobs-- makes him out to be a huge asshole really-- and it's written in a vaguely gossipy style. But I found that kind of refreshing given how uncritical anybody else has been since he died. Yeah the guy was a visionary technologist/businessman, but come on he wasn't the f\*\*\* Dalai Lama. The book isn't a hit job though-- it definitely conveys Jobs's good qualities as well as bad. Sounds like his charisma was off the charts.

Overall I'd give this 3 1/2 stars if that existed.

Darrell: This book chronicles the life of Steve Jobs through the early part of the 2000's. It talks about everything from his estranged daughter, his unique lifestyle, the founding of Apple and his forced exit. Where the book was most interesting (to me) was when Jobs returned to Apple and how his approach had changed. He was still driven and passionate about his goals for Apple but he was more aware of the management aspects of his role as CEO.

*iCon* demonstrates how the flawed but driven man reshaped the world of technology. The book further demonstrates that, with his passing in Oct 2011, Steve Jobs will be sorely missed by Apple and the world of technology.

Derek: I initially picked up this book because I've often wondered how one company, Apple, and can so consistently be a trailblazer in the industries in which it operates, setting the course in which most others would follow. I didn't really find that answer in *iCon*, but it was a fascinating glimpse into the technology industry and the corporate world. The authors gave very detailed accounts of the history, meticulously researched and frequently from first-person interviews. They pulled no punches on their subject, but were fair. The writing style lacked the polish I expect of history writing, but it's still clear and readable.

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Andrew S: The biography "iCon: Steve Jobs, the best moment Act within the heritage of Business" is a stunning story. It is an ebook explaining the lifetime of Steve Jobs, who was once an entrepreneur, inventor, and the chairman of Apple Inc. His existence had an extremely attention-grabbing beginning. He made numerous businesses together with the big Apple Inc. after which used to be fired from his personal corporation merely to come again back and lead it to the Apple today. This remarkable and unbelievable tale stored me continually turning pages. It was once additionally very attention-grabbing to determine how all of the items we use at the present time really got here to its existence. For example, it indicates how Steve Jobs acquired the belief of the iPod and the way it grew to become as renowned because it is today. Overall, I feel that this tale of Steve Job's lifestyles is a narrative that everyone may still know.

Richard Altenburg: As many years Apple, song and animation video clips fan, I'm most likely biased in scripting this review. yet throughout the years I began to profit utilizing and programming subsequent and Macintosh computers, watched nice video clips like "Toy Story" and "Finding Nemo", and listened to my track assortment on my iPod, I used to be no longer even conscious of the truth that all this excitement used to be financed and partially created through this one guy Steve Jobs. The tale during this booklet would possibly not constantly be very confident approximately Steve, yet to me it highlights the entire turning issues in his existence and profession that still turned turning issues in my very own life. It used to be a excitement to hear (as I personal the audiobook version) and that I can greatly suggest it to you in case you have a mild curiosity in how your favourite video clips and computing units got here to life. The ebook used to be written while Steve used to be nonetheless alive, and that I want that used to be nonetheless the case: the guy might be ignored dearly.

Evan Howlett: Jobs is an important character, no doubt, however the authors cannot quite appear to make a decision what they consider him. The insider details on his early days at Apple is amazing and highly interesting, however it turns out to me that he was once painted as a foul man who lucked into every little thing he has till the final chapter, while suddenly he is defined because the nicest, so much real and loving man around, and in addition the best CEO within the background of business. whereas it is easy to work out that Jobs underwent a metamorphosis of personality upon returning to Apple, the explanations for it and the way it occurred will not be relatively described, and it comes throughout as a marginally greater than an stressful about-face by way of the authors. Worth a learn in case you are rather into Apple though.

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