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Steve Jobs provides  
the wisdom and the



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inspiration you need to shift your thought paradigm, manifest your vision, and inspire your team to achieve groundbreaking innovations. From the Back Cover Most books on Apple or Steve Jobs have been written by journalists and focus on Steve's colorful personality.

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learned from Steve at  
Apple, not

chronological events.

The following may be  
helpful to return to  
later in the book, to  
clarify the context of a  
story or event. 1976

Steve Jobs and Steve

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Steve Jobs takes over  
the Macintosh  
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1983 Steve convinces  
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president of soft-drink  
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In *Leading Apple with Steve Jobs*, Jay details how Steve managed and motivated his people—and what every manager can learn from Jobs about motivating people to do the best work of their lives. Steve Jobs used the phrase "Pirates! Not the Navy" as a rallying

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cry—a metaphor to  
"Think Different." In  
the days of  
developing the  
Macintosh, it became  
a four-word mission  
statement.

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Given the success that Tim Cook has had leading Apple after Steve Jobs's death, Jobs's grooming a handpicked successor has to count as one of the more important legacies of Steve Jobs, who left ...

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Steve Jobs' Legacy  
Still Drives Apple's  
Lessons From  
Current And Future ...

↳ A former Senior VP  
of Apple shares how  
Steve Jobs motivated  
people to do the best  
work of their lives Jay  
Elliot was hired  
personally by Steve  
Jobs, just in time to  
accompany him on  
the last of his historic

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the visits that  
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During Steve Jobs era  
that covers the period  
1997 - 2011, Apple

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leadership was autocratic with Steve Jobs micro-managing a wide range of business operations. It has been noted that "when Steve Jobs was in charge, everything flowed through him." Apple leadership practices have changed dramatically under Tim Cook.

# Read Free Leading Apple With Steve Jobs

Apple Leadership: a  
brief overview - Rese  
arch-Methodology

With his success in  
leading Apple, NeXT,  
and Pixar, there is  
much we can learn  
from Steve Jobs as a  
leader and trailblazer.  
In the following  
sections below, we  
will look at the 10  
most important

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and traits that can be  
gleaned from the  
experiences and  
enormous successes  
of Steve Jobs.

Steve Jobs'  
Leadership Style: 10  
Leadership Traits and  
...

As Senior VP of  
Apple, Jay served as  
Steve's right-hand



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man and trouble-shooter, overseeing all corporate operations and business planning, as well as software development and HR. In "Leading Apple with Steve Jobs," Jay details how Steve managed and motivated his people--and what every manager can

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Elliot

As Senior VP of  
Apple, Jay served as  
Steve's right-hand  
man and trouble-  
shooter, overseeing  
all corporate

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teams. About the  
Author JAY ELLIOT  
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was a senior member  
of the original  
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Macintosh  
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development team  
and helped Steve  
Jobs develop the  
overall Mac design  
inspired by Xerox  
PARC.

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The Whole Product -  
Leading Apple With  
Steve Jobs ...

Ron Wayne. How  
Jobs met Woz. Jobs  
and Woz (that's Steve  
Wozniak) were  
introduced in 1971 by  
a mutual friend, Bill  
Fernandez, who went  
on to become one of  
Apple's earliest



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History of Apple: The story of Steve Jobs and the company ...  
In Leading Apple with Steve Jobs, Jay details the management principles he learned from Steve--and what every manager can learn about motivating

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people to do the best work of their lives. Most people don't realize that Steve cared as much about how Apple operated, and how it motivated its people, as he did about creating great products.

Amazon.com:  
Leading Apple With  
Steve Jobs:

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Apple's output was streamlined dramatically because Jobs believed that Apple would be far better off focusing on just a handful of ventures rather than hundreds. As a result, Jobs's teams were able to master the ten products they now focused on, at the

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core of which were a  
consumer laptop and  
desktop as well as a  
laptop and desktop  
designed for  
professionals.

Steve Jobs's  
Leadership Style and  
What We Can Learn  
From It  
Upon Steve Jobs's  
return to Apple in  
1997, he set out to

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find a way out of the clone deals that had been made in his absence. An easy out was found in the contracts, which only allowed the clone companies to ship versions of Mac OS 7. Jobs took an internal project that was to be Mac OS 7.7 and renamed it Mac OS 8.

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