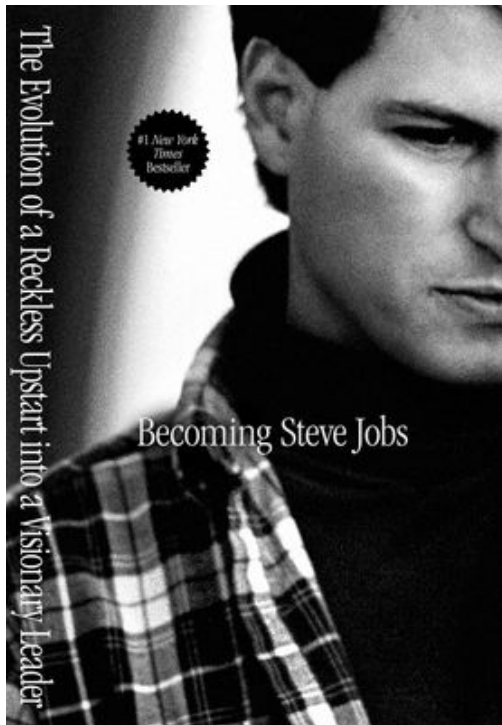


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There have been many books—on a large and small scale—about Steve Jobs, one of the most famous CEOs in history. But this book is different from all the others.

*Becoming Steve Jobs* takes on and breaks down the existing myth and stereotypes about Steve Jobs. The conventional, one-dimensional view of Jobs is 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 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, and who decided to open up to the authors, 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, Brent 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 Rick humanize the man and explain, rather than simply describe, his behavior. Along the way, the book provides rich context about the technology revolution we all have lived through, and the ways in which Jobs changed our world.**

**Schlender and Tetzeli make clear that Jobs's astounding success at Apple was far more**

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**A rich and revealing account that will change the way we view Jobs, *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 a more mature management style to create one of the most valuable and beloved companies on the planet.**

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<b>Author</b>	: Brent Schlender & Rick Tetzeli
<b>Categoria</b>	: Biografias e memórias
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