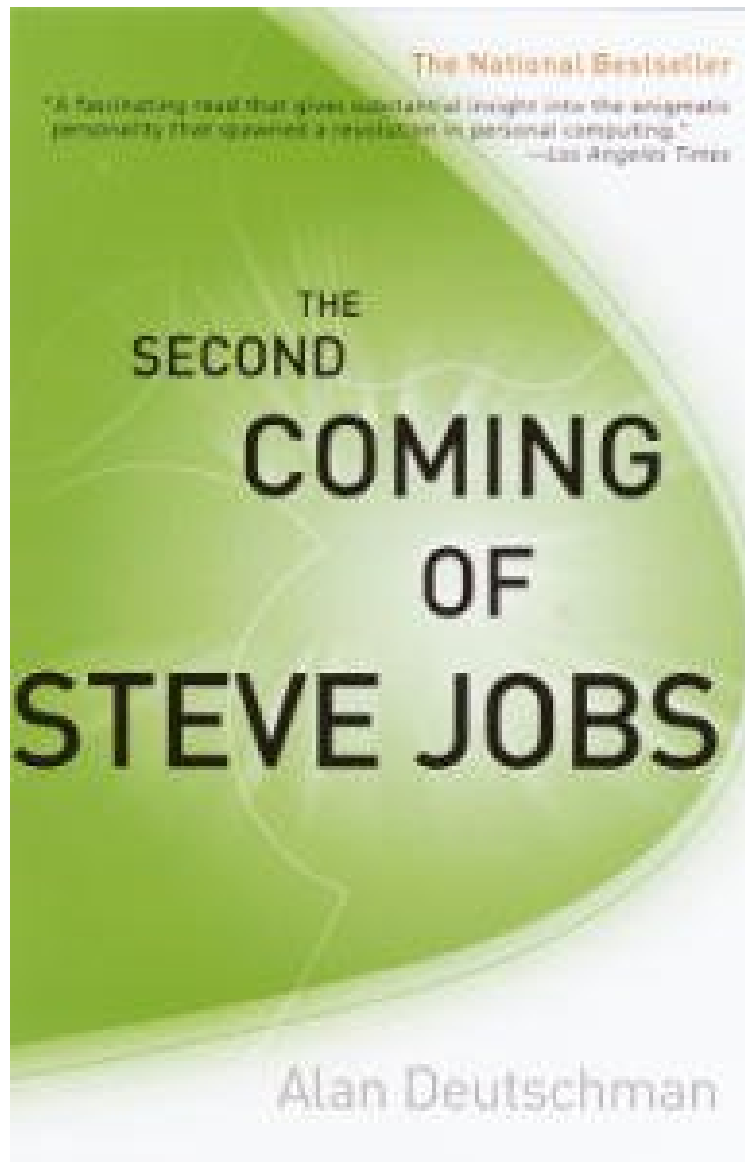


(Mobile book) The Second Coming of Steve Jobs

The Second Coming of Steve Jobs

Alan Deutschman

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Alan Deutschman : The Second Coming of Steve Jobs before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Second Coming of Steve Jobs:

9 of 10 people found the following review helpful. Gossip, gossip, gossip! By Chris Peters I bought this book because it focused on the fascinating "lost weekend" of Steve Jobs, starting from his ejection from Apple in 1985 to his return 11 years later. While I devoured the book quickly, the entire work has a stench about it - it reeks of a rushed, vindictive flame job. The book falls apart completely at the end, the author rushes so badly. Almost all sources are individuals thrown out of the Kingdom of Steve (people who have failed him in some way or another) with hardly any input from

current Apple directors and executives who have worked successfully with Jobs for decades. By the end I found myself questioning every conclusion the author reaches (which was easy considering he predicted defeat and disgrace that never happened) and wondering to myself, "What's the point?" The general tone is that the author doesn't like Jobs but he also doesn't "get" the man either, and neither do many of the author's sources. One former executive of Apple described Jobs complaining about tech support at Apple as being a bunch of clueless idiots (at which point the executive is removed from the company) and I thought to myself, tech support at most companies are the rudest people I've ever talked to, yet Apple has ranked #1 in that area for 10 years? Maybe Jobs understands something this author doesn't.

0 of 0 people found the following review helpful. Read It By Gesamtkunst My favorite book on Steve Jobs. I have recently read a ton of them while working on a recent project and will probably plow through a bunch more. Unlike other reviewers, I just don't see the "flaming" here. It seems any time an author is less than adoring mdash; almost canonizing, really mdash; about Jobs, someone calls foul. Or if they include any personal details, it's criticized as "gossip." It's called "rounding out the character," and really, what a unique character. Yes, the end is rushed and some future assumptions are way off base, but that's part of what makes connecting the dots in hindsight so much fun.

0 of 0 people found the following review helpful. good book! By Customer Very dated book at this point as it covers up to about 2001-2002 and starts right after Jobs left Apple. Still, a good read and worth my money!

From the acclaimed Vanity Fair and GQ journalist mdash; an unprecedented, in-depth portrait of the man whose return to Apple precipitated one of the biggest turnarounds in business history. With a new epilogue on Apple's future survival in today's roller-coaster economy, here is the revealing biography that blew away the critics and stirred controversy within industry and media circles around the country. From the Trade Paperback edition.

.com For the legions who revere Apple Computer's high-profile cofounder as a godlike figure, the aptly titled *Second Coming of Steve Jobs* will prove an intriguing picture of a seminal time in their deity's roller-coaster life. It should emphatically vindicate their deeply held faith in the man and his ideas. But even for those with a lesser opinion, Alan Deutschman offers an interesting and enlightening look at the crucial period from Jobs's unceremonious Apple exit through his triumphant return. Deutschman, a contributing editor at Vanity Fair magazine and longtime Silicon Valley correspondent, interviewed nearly 100 colleagues and friends to draw this portrait of a bewilderingly complex and notoriously private man--albeit one whose talents, personality traits, and idiosyncrasies have long been on public display. "He succeeded in becoming the Jackie Kennedy Onassis of business and technology," Deutschman writes, "a figure who was ubiquitous as a symbol of his times but little known as a human being." To change that, he looks into Jobs's ill-fated first post-Apple endeavor at the Next computer company, his return to undeniable respectability with Pixar and the two Toy Story movies, and finally, his ultimate absolution with a very successful reclamation of the Apple crown. It's a revealing account of a singular individual during a remarkable time. --Howard Rothman

From Publishers Weekly A revealing, balanced portrait of Apple Computers CEO and founder Steven Jobs, this fast-paced business biography is based on interviews with nearly 100 of his associates and friends. One glaring absence, however, is Jobs himself, who apparently declined to be interviewed by Deutschman, a Vanity Fair contributing editor and staff writer at GQ. Still, Deutschman provides a juicy, privileged look inside the Apple core. He reports that Jobs's recent resuscitation of Apple, to which the visionary entrepreneur returned in 1996 after being ousted by John Sculley a decade earlier, was accomplished through a "reign of terror" that shook up thousands of complacent employees. Like other commentators, Deutschman portrays Jobs as both engaging and troubling, a natural charmer who is also an abusive, egomaniacal boss fond of meting out public humiliations. But Deutschman goes further, replacing the image of the pop-culture icon with a complex, contradictory figure: an insecure elitist who yearns for the patronage of the masses, a narcissistic vegetarian billionaire who thrives on scarcity and adversity. Among the book's revelations are details of Jobs's bulimia-like eating disorders in the 1970s; his reconnection in the '80s with his long-lost biological sister, novelist Mona Simpson (Jobs was given up for adoption at birth); and his explosive negotiations with Disney honchos Michael Eisner and Jeffrey Katzenberg, who produced the hits *A Bug's Life* and *Toy Story* with Pixar, Jobs's animation film studio. Though this gossipy bio has a slick magazine feel, Deutschman gets closer to Jobs's inner self than any previous attempt. Agent, Suzanne Gluck, ICM. (Sept.) Copyright 2000 Reed Business Information, Inc.

From Library Journal The story of Steve Jobs is a complex one, with dramatic reversals of fortune and rebounds from apparent defeat to the height of success. Deutschman, a contributing editor at Vanity Fair and Fortune magazine's Silicon Valley correspondent for seven years, has interviewed nearly 100 people, including Jobs's close friends, colleagues, and rivals. The work focuses on Jobs's life and career, from his 1985 exile from Apple Computers (the company he cofounded), through his return to the struggling company 12 years later as acting CEO, to his recent appointment as Apple's chief executive. During his second tenure at Apple, the company experienced a dramatic turnaround, with high profits and the tripling of stock prices. Along the way, Jobs achieved success with his animation studio, Pixar, culminating in the 1995 release of *Toy Story*. Jobs's personal life and relationships with family and friends are also related. This fascinating study of Jobs and of the inner workings of Pixar and Apple Computers is an important addition to both public and academic libraries. --DL Lucy Heckman, St. John's Univ. Lib., Jamaica, NY

