

Contents

Introduction	xi
Timeline of a Remarkable Life	xvii
I. GET TO THE TOP	
Be an Outsider	3
Follow Your Own Road	9
<i>How to Read Like Steve Jobs</i>	13
Meet the Right People	17
<i>The Wizardy Woz</i>	23
Mine Your Life Experience	28
Be a Survivor	32
Keep Your Powder Dry	37
Seize Opportunity	42
<i>Jobs' Heroes</i>	45
Never Stand Still	55

Dream Big	60
<i>A Tale of Five Companies</i>	64
Cultivate Your Brand	69
<i>How Apple Got Its Name</i>	73

II. STAY AT THE TOP

Build Beautiful	79
Look Around for Inspiration	85
<i>Job Interviews the Jobs Way</i>	89
Build a Winning Team	91
<i>How Not to Manage Relationships</i>	96
Master the Money (So it Doesn't Master You)	100
Don't Sideline Design	108
<i>How to Create an Instant Design Classic</i>	116
Sell the Dream	120
<i>Think Different</i>	124
Build a Community of Customers	126
Go for the Big Bang	131
<i>The Steve Jobs Uniform</i>	137
Find a Dragon to Slay	139
<i>Jobs vs Gates</i>	143
Roll with the Punches	147
Turn Adversity into Advantage	152
Know When to Tear Up the Blueprints	157
Outpace the Curve	161
<i>How to Load Your iPod Like Steve</i>	167

Create the Space for Creativity	169
<i>Building a Home</i>	172
Know Your Customers (But Not Too Well)	174
Reimagine the Marketplace	179
<i>Jobs' Patents</i>	184
Establish a Work–Life Balance	186
<i>Luxuriate the Steve Jobs Way</i>	191
Steve Jobs: Imagining a Future without Himself	193
Acknowledgements	200

Timeline of a Remarkable Life

- 1955 Steve Jobs is born and adopted by Paul and Clara Jobs.
- 1971 Jobs is introduced to Steve ‘Woz’ Wozniak.
- 1976 Apple is founded and the Apple I is exhibited for the first time.
- 1977 The Apple II is launched.
- 1978 Jobs’ girlfriend, Chrisann Brennan, gives birth to a daughter, Lisa.
- 1980 Apple becomes a public company and is valued at \$1.78 billion.
- 1982 *Time* magazine names the personal computer as ‘Machine of the Year’ and singles out Jobs as the man ‘who kicked the door open and let the personal computer move in’.

How to Think Like Steve Jobs

- 1984 The Apple Macintosh is launched.
- 1985 Jobs leaves Apple and sets up NeXT.
- 1986 Jobs buys The Graphics Group from George Lucas. The company is later renamed Pixar.
- 1987 Steve Wozniak leaves full-time employment with Apple to pursue other interests.
- 1988 NeXT debuts its first computer. Pixar's *Tin Toy* wins an Oscar for Best Animated Short Film.
- 1991 Jobs marries Laurene Powell, who gives birth to their son, Reed, later that year.
- 1995 Pixar releases *Toy Story*, which receives a Special Achievement Oscar and earns almost \$200 million in the US alone. Powell gives birth to a daughter, Erin.
- 1996 Apple buys NeXT and Jobs becomes a consultant to the Apple Board.
- 1997 Jobs returns to Apple and becomes Interim Chief Executive Officer.
- 1998 Powell gives birth to a daughter, Eve.
- 2000 Jobs announces that he is to be Apple's CEO on a permanent basis.
- 2001 The first Apple Stores open and the iPod is launched.
- 2002 Pixar's *Monsters Inc.* wins an Oscar for Best Original Song.

Timeline

- 2003 The iTunes Music Store is launched in the US.
- 2004 Jobs receives treatment for pancreatic cancer. Pixar's *Finding Nemo* wins an Oscar for Best Animated Feature Film.
- 2005 Pixar's *The Incredibles* wins Oscars for Best Animated Feature Film and Best Sound Editing.
- 2006 Pixar is bought by Disney, with Jobs gaining a place on the Disney board. Apple launches the MacBook.
- 2007 Apple Computer Inc. is rebranded as Apple Inc. The iPhone is launched.
- 2008 The MacBook Air is launched. Pixar's *Ratatouille* wins the Best Animated Feature Film Oscar.
- 2009 Jobs announces he is taking a six-month leave of absence to resolve his health issues. *Fortune* magazine names him CEO of the decade. Pixar's *WALL-E* wins an Oscar for Best Animated Feature Film.
- 2010 The iPad is launched. Apple achieves sales of \$65 billion, with profits of \$14 billion. It overtakes Microsoft as the world's most valuable technology company. Pixar's *Up* wins Oscars for Best Animated Feature Film

How to Think Like Steve Jobs

and Best Original Score.

2011 Apple is valued at \$376 billion, briefly becoming the world's most valuable firm. Pixar's *Toy Story III* wins Oscars for Best Animated Feature Film and Best Original Song. It becomes the highest-grossing animated movie of all time, bringing in over \$1 billion worldwide. On 24 August, Jobs resigns as Apple's CEO. On 5 October he passes away.