



## How to Think Like Steve Jobs

Daniel Smith

### Keynote

***How to Think Like Steve Jobs* reveals the philosophies and carefully honed skills Jobs used in his journey to the top and in the consolidation of Apple's unique place in the public consciousness.**

### Description

**A titan of technological innovation, Steve Jobs thought differently to everyone else.**

He had the mercurial ability to know what people wanted before they knew it themselves, and what's more, he knew how to sell that idea.

An advocator of good design in both function as well as appearance, his influence in Silicone Valley changed the way the world thinks about technology.

### But how did he achieve such success? What were his methods?

*How to Think Like Steve Jobs* reveals the philosophies and carefully honed skills Jobs used in his journey to the top and in the consolidation of Apple's unique place in the public consciousness. With his thoughts on innovation, how to find inspiration, presenting an idea, advertising and much more, you can learn how to view the world through the eyes of a genius.

The insights this book provides into the mind of the master will have you thinking like Steve Jobs in no time at all.

### Sales Points

- Plugs into the continued fascination people have with Steve Jobs, the man behind the Macintosh, iPod, iPhone and iPad
- Features his ideas on innovation, finding inspiration, how to present a product, advertising, dealing with rivals and much more
- Perfect for fans of Jobs and Apple, or those would-be entrepreneurs who want to use the techniques he employed in his rise to the top

### Reviews

- 'This inspiring and edifying book reveals a remarkable man whose example is well worth following' - *The Good Book Guide*

### Author Biography

Daniel Smith is a non-fiction author and editor who has written across a range of subjects, including politics, economics and social history. He is the author of the 'How to Think Like...' series for Michael O'Mara Books. He is also a long-time contributor to *The Statesman's Yearbook*, the geo-political guide to the world that celebrated its 150th anniversary in 2013. He lives in London.

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