



The Life and Death of Steve Jobs (Apple Founder and Business Icon)

Michael Essany (Steve Jobs Biographer), Deena Shanker

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It is perhaps no great exaggeration to presume that the number of times the Steve Jobs story has been told is roughly comparable to the number of iPhones that have been sold since the revolutionary Apple smartphone was first introduced in 2007. As history attests, there are few people about whom more books and articles have ever been written.

Yet for all the media coverage that Steve Jobs has attracted throughout his storied career, there's a tangible sense among the general public that we never fully knew the real man behind the legend. In *The Life & Death Of Steve Jobs: "One More Thing..."* Michael Essany chronicles Steve Jobs's awe-inspiring accomplishments and sheds light on the little known personal details of Jobs's life.

BIO OUTLINE:

- Chapter 1: More Than Meets The i
- Chapter 2: For the Love of the Game
- Chapter 3: Underrated After All?
- Chapter 4: Steve's Three Stories
- Chapter 5: Steve's Last Days
- Chapter 6: Mourning in America
- Chapter 7: One More Thing...

BOOK EXCERPT FROM CHAPTER 3:

As difficult as it may be for Apple's large, borderline-rabid fanbase to admit, not everyone liked Steve Jobs.

Conversely, it's even more difficult for Steve Jobs' critics to admit that the tech pioneer they loathe may have actually been underrated in his day.

Time and again, Steve Jobs pushed the proverbial envelope when it came to Apple's advancements in technology. And while the consequences may have been unintended, there are myriad examples of Steve Jobs' ingenious leadership exerting influence well beyond the confines of Cupertino, California and the consumer electronics realm.

The Digital Walt Disney

It's tough to argue against the sobering reality that Steve Jobs played a major role - perhaps larger than anyone presently realizes - in the modern entertainment landscape.

"Steve Jobs has been compared to multiple business icons—Thomas Edison and Henry Ford to name a few—but the best comparison may be to Walt Disney," says journalist Larry Dignan of ZDNet. "There's a solid argument to be made that Jobs was the digital version of Disney. Focus. Entertainment. Delight. Emotional attachment. Theatrical."

Of course, that's not the lone argument of a tech journalist enamored with the late Apple chief. Upon learning of Jobs' death, Pixar and Disney's John Lasseter praised the so-called "Digital Disney" himself.


"Steve Jobs was an extraordinary visionary, our very dear friend and the guiding light of the Pixar family," Lasseter gushed. "He saw the potential of what Pixar could be before the rest of us, and beyond what anyone ever imagined. Steve took a chance on us and believed in our crazy dream of making computer animated films; the one thing he always said was to simply 'make it great.' He is why Pixar turned out the way we did and his strength, integrity and love of life has made us all better people. He will forever be a part of Pixar's DNA."

Ultimately, Dignan points out, it's not the love of animation and entertainment that made Jobs so similar to Disney. It was their seemingly identical professional mantra.

"Just make it great was Disney's mantra," Dignan observes. "Jobs had the same focus. Anything—even the impossible at the time—was considered to make a product great. When Disney's first Mickey Mouse cartoons didn't sell he added synchronized sound. Magic soon followed. Jobs took that approach with his products, which combined technology, industrial design and art."

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