There are three monumental apples in human history. One is apple of Adam, another is apple of Newton, and the last is Apple of Steve Jobs. When Jobs returned to the company that kicked him out, Apple was on the verge of collapse. The great CEO took the risk of saving the corporation

The first thing that Jobs did as soon as he got back was selection and concentration. He reduced the kind of products, eliminated the project except for the necessary things, and fired over 3,000 employees. This bold and risky restructuring contributed to getting rid of the rotten part. As a result, the revival of Apple was started.

Second, he made the basis of Apple Ecosystem. It started with iPod, iTunes followed. Because there were many MP3 players before iPod, this launching was risk, too. However, iPod and iTunes changed the existing system. In iTunes, the download of mp3 is so easy and convenient that most of the illegal downloads disappeared.

His challenge was not over. Last is the peak of a flower, iPhone. “Today, today, Apple reinvents the phone”, Jobs said in the presentation of iPhone. iPhone becomes the origin, game-changer, and revolution of smart phones. Since iPhone was released, Apple overcomes the crisis

In addition to the above cases, Jobs had many challenge in his life, for example, kicking out from Apple. However, he always prepared the future and turned the risk into an opportunity. Although he cannot avoid the goddess of death, his life will be remembered for a long time as a symbol of innovation.