

(continued from front flap)

The most dramatic, and, no doubt, most satisfying of Jobs's achievements during his rise from the ashes was his recapture of Apple, ten years after being booted out of the company, in a coup that only he could have orchestrated. The authors examine the takeover and Jobs's reinvention of the company with the very popular iMac and his transformation of the industry, and again the culture, with the revolutionary iPod.

Complete with a preview of Jobs's third act, *iCon* is must reading for anyone who wants to understand how the modern digital age has been formed, shaped, and refined by the most influential figure of the age—a master of three industries: movies, music, and computers. It is about understanding the future by understanding the past and present of the Digital King, Steve Jobs.

JEFFREY S. YOUNG, one of the founding editors of *MacWorld* magazine, first met Steve Jobs in 1983. He is the author of the classic unauthorized biography *Steve Jobs: The Journey Is the Reward*. Young began his career as a reporter with the *Los Angeles Herald-Examiner*, and, after *MacWorld*, wrote for *The Hollywood Reporter* and worked for *Forbes* in the 1990s as its contributing editor from Silicon Valley, writing profiles and business pieces, including a very influential profile of Microsoft's Steve Balmer. In 1997, he cofounded *Forbes.com*. Young is also the author of *Forbes Greatest Technology Stories* (Wiley). He lives in northern California.

WILLIAM L. SIMON is coauthor of Kevin Mitnick's *The Art of Deception* and *The Art of Intrusion*, both published by Wiley, as well as the award-winning author of more than twenty other books. He lives in Rancho Santa Fe, California.

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An unauthorized and unflinching portrait of the phenomenon behind Apple

"My books are about the secret lives of hackers. This book is about the secret life of maybe the most influential person in technology. Who else can you think of that has put his stamp on three industries—computers, music, and movie animation? Once you start reading, you won't want to put it down."

—Kevin Mitnick, security consultant, www.mitnicksecurity.com
author of *The Art of Deception* and *The Art of Intrusion*

"Assembling the artifacts and stories to showcase the achievements of man is the work of museums like ours. But history also relies on authors like Young and Simon, who have done a memorable job compiling the biography of Steven Jobs from conversations with the people who have been players with this extraordinary technology pioneer. And this book is a fascinating read as well."

—John Toole, Executive Director and CEO
Computer History Museum, Mountain View, California

"During the high-tech boom years when Steve Jobs gained global recognition, I was on the Silicon Valley scene to witness his rise to fame. We all admired his genius and became aware of his flaws, as well. You won't want to miss this absorbing behind-the-scenes story."

—Steve Westly, California State Controller
former senior vice president, eBay

"If technology was a competitive sport, Steve Jobs would be a combination of an NBA misbehaving superstar and an NHL player who high-sticks opponents whenever he thinks they've treated him badly. But he'd also be MVP. Fascinating and unforgettable."

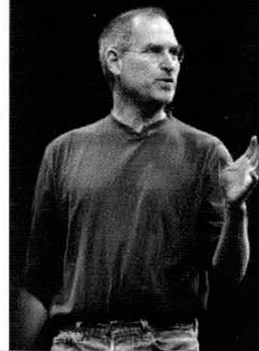
—Carol Mitch, *Best Damn Sports Show Period*
Fox Sports Net



Young
Simon

iCon

Steve Jobs The Greatest
Second Act in the History of Business



WILEY

iCon

Steve Jobs

THE GREATEST SECOND ACT
IN THE HISTORY OF BUSINESS

JEFFREY S. YOUNG
WILLIAM L. SIMON

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According to F. Scott Fitzgerald, there are no second acts in American life. Apparently he forgot to tell Steve Jobs. Jobs rose from an outcast high school electronics nerd to become the driving force behind Apple and avatar of the computer revolution, only to be driven from the company in failure and disgrace. Then, having endured repeated personal and professional disasters, he went on to make an indelible mark on the entertainment industry, reclaim the throne at Apple, and, with the extraordinary success of the iPod, regain his reputation as arguably the greatest innovator of the digital age.

iCon takes a look at the most astounding figure in a business era noted for its mavericks, oddballs, and iconoclasts. Drawing on a wide range of sources in Silicon Valley and Hollywood, Jeffrey Young, author of the first-ever Jobs biography, and coauthor William Simon provide new perspectives on the legendary creation of Apple in a Silicon Valley garage and detail Jobs's meteoric rise as the prototypical digital wunderkind and the devastating plunge that left him not only out of Apple, but out of the computer-making business entirely.

Act two begins with Jobs displaying his talent for bedeviling business associates and making enemies along the way. Still stinging with embarrassment after his crash from the heights, he waged a tough negotiation with George Lucas for the purchase of the legendary filmmaker's computer animation business—at one-third of the asking price—and pressured his "partners" into settling for a modest percentage of what would become Pixar, keeping the remainder for himself.

This unflinching and completely unauthorized portrait reveals both sides of Jobs's role in the remarkable rise of the Pixar animation studio, from *Toy Story* and the string of hit movies that delighted audiences around the world to his rocky alliance with Disney. It also re-creates the acrimony between Jobs and Disney's Michael Eisner, which ended the once-close relationship between the two companies.

(continued on back flap)