Steve Jobs

Steve Jobs is a big man.Not long ago, Steve Jobs, who built Apple company, just passed away from the world.His death makes us terriblely sad because he had made such a big success and benefited us a lot.On the subject of the factor of the success of Steve Jobs ,I think there are at least three important reasons which contribute to his success,regardless of his other personal qualities.

#### Steve Jobs’s success stems from his personality: bold and creative.When he were admitted into *Stanford University,his family background were not good.Most people would work on study in high gear for the future if anyone were* Steve jobs.However his personality made him to be against tradition.In school ,he didn’t like some boring coruses and dropped out to build a little company with one of his friends,which turned out a big success.Beacuse of his boldness and creativity,he seized the opportunity and found a way to success.

#### Indeed,if there is one thing that distinguishes the Steve Jobs style,it is his management skills.when he built his company,his company were very very little,why could his company be so wonderful later? You may think he is very good at computer.But the fact is that he just know some knowledge and be interested in computer and his major weren’t computer.It is his ability of management that functions and keeps his company a good state.In his years in Apple,he commanded many talents who could be tower of strength of his company ,this is his success.

#### Another trait that makes him so unusual is his passion on his favorite enterprise.I have watched his speech in Stanford University in 2005 on the internet and I am very touched by his speech.He said when he was fired by his company ,he was still hopeful for his *future* .And later he built his a*nother two good companies and he put everything in his* work till he was back to Apple.Although his way is tough ,he was still clawing his way towhere he wanted to go.

#### *We have enough reasons to believe that Jobs is really a* great man without doubt and we should follow the example of him.