

Steve Jobs



Alex.B



Content

- Beginnings
- Failures/Obstacles
- Major Contributions
- How Contributions Have Shaped Today's Technological Society
- Questions I Would Ask
- How He Would Respond to My Questions
- Conclusion
- References



Beginnings

- Jobs was born on Feb 24, 1955 in San Francisco.
- He was adopted after birth by a couple living Palo Alto.
- Jobs went to Reed College but dropped out after two years.
- The future co-founder of Apple, Steve Wozniak, had a great influence on Jobs when Jobs was still in middle school.



Failures/Obstacles

- During the early years of Apple (late 1970's-mid 1980's) computers were too expensive to produce and did not offer much to the consumer.
- In 1985 Jobs was fired from Apple after sales of the Lisa flopped. Along with the minor failure of the Macintosh.
- Jobs went on to found Next Computers, their product line was technically impressive but high costs meant low sales. Next was bought by Apple in 1997 and Jobs finally became the CEO.




Major Contributions

- Co founded the company with the largest number of watch sales in the world, the third most phone sales in the world.
- Jobs lead the way to a future full of touch screen devices,
- Co founded Pixar.
- Helped the world move on from floppy discs, in 1998 Apple released the iMac G3, which was directly caused by Jobs' return to Apple. This was the first model of iMac and it only had usb ports and a cd drive, you couldn't use floppy discs with this model iMac.



How Contributions Have Shaped Today's Technological Society

- Today everyone has a phone, computer, headphones/earbuds. Jobs heavily contributed to every one of these products during his time at Apple
- Jobs directly contributed to making touch screens a global standard for every single smart phone.
- Apple has heavily competed to make better and better hardware ever since it was founded, although, these upgrades may come at quite the price increase.



If I could meet him/her today, the two questions I would ask are ...

- When did the idea of a 1ftx1ft cube come to mind when developing the Next Cube.
- What was his first ever business experience



The answers I think he/she would give are ...

- “It’s the most efficient polyhedron other than the sphere and it looks good wherever you put it in your house”
- “My first ever business experience was when I built and sold blue boxes with my acquaintance Steve Wozniak. It was highly illegal and we almost got killed when one of our clients tried to rob us when we met up.”



Conclusion

In the end, while Steve may have been a terrible person to work with or even talk to, he was still a fantastic innovator and definitely a pretty chill guy, even if he had a few screws loose, but hey, that's what it takes to co found the most profitable corporation on the planet.



References

- Isaacson, W. (2011). *Steve Jobs*. New York, New York: Simon & Schuster.
- Insideview. (2011, August 25). The History of Apple CEOs. Retrieved December 02, 2020, from <https://www.insideview.com/blog/the-history-of-apple-ceos/>
- Weinberger, M. (2017, July 31). This is why Steve Jobs got fired from Apple - and how he came back to save the company. Retrieved December 02, 2020, from <https://www.businessinsider.com/steve-jobs-apple-fired-returned-2017-7>