Entrepreneurship questions

Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, “Apple”. Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smartphones, but he was the first person to implement them. He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high-quality technological items, but the company also has superior branding and a strong company image making them, one of the most popular and easily recognizable brands in the world. A.

From this example, identify and explain any four traits/characteristics of Steve Jobs that helped him to be successful in his business