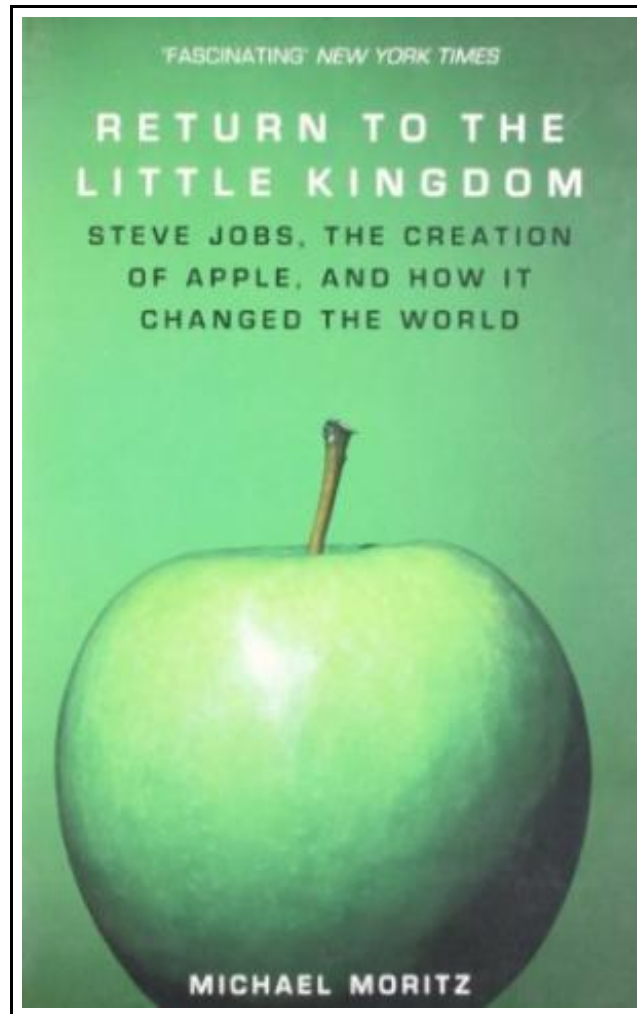


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RETURN TO THE LITTLE KINGDOM: STEVE JOBS, THE CREATION OF APPLE AND HOW IT CHANGED THE WORLD



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Gerald Duckworth & Co Ltd. Paperback. Book Condition: new. BRAND NEW, Return to the Little Kingdom: Steve Jobs, the Creation of Apple and How it Changed the World, Michael Moritz, Almost thirty years ago, Michael Moritz, then a young journalist at "Time" magazine, was allowed exclusive access to the inner workings of a cutting-edge technology company to tell the story of its first decade in business. "The Little Kingdom: The Private Story of Apple Computer" brought readers into the childhood homes of Steve Jobs and Steve Wozniak, showed how they dropped out of college and founded Apple in 1976, and charted the company's rise from basement brainstorming to colossal empire. Now, after spending almost twenty-five years at Sequoia Capital, the much admired private investment partnership, Moritz, who has since served as a board member of a remarkable list of important companies including Yahoo!, Google and PayPal, offers his contemporary perspective on the accomplishments of Steve Jobs and the extraordinary comeback of Apple in this revised edition of his now-classic work. Required reading for anyone who has ever listened to music on an iPod, downloaded an app onto an iPhone, browsed on a Mac, or is curious about the distinctive attributes of enduring companies, "Return to the Little Kingdom" is the only book that explains how Steve Jobs came to found the company that changed our world - twice.



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