



The Steve Jobs Way: iLeadership for a New Generation (First Trade Paper ed)

By Jay Elliot, William L. Simon

Vanguard Press Inc. Paperback. Book Condition: new. BRAND NEW, The Steve Jobs Way: iLeadership for a New Generation (First Trade Paper ed), Jay Elliot, William L. Simon, Former Senior Vice President of Apple Computer and close colleague of Steve Jobs throughout his tenure, Jay Elliot takes readers on a tour through Jobs's astonishing career. From the inception of game-changing products like the Apple II and the Macintosh, to his stunning fall from grace, and his rebirth at the helm of Apple as he developed the iPod, iPhone, and iPad, The Steve Jobs Way presents Jobs's leadership challenges and triumphs, showing readers how to apply these principles to their lives and careers. Written with William L. Simon, coauthor of the Jobs biography iCon, The Steve Jobs Way is the "how to be like Steve" book that readers have been waiting for.



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