

The life of steve jobs (1955-2011)

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The Life of Steve Jobs (1955 An innovator, technological designer, a charismatic pioneer, the man who brought revolution in the world of modern mobile phones, gave his company a new life; all these define one person named Steve Jobs. Born in 1955, was associated with couple of mega players in the field of technology throughout his life, though his major contribution and reason for fame has been the revamping of Apple Inc, along with the I phone and I-pad . He might not had been an electronic expert but he was innovative and a visionary man, who brought the company Apple Inc to the place it stands at today. Defining the policy of Apple Inc, on one of the occasions Steve Jobs said “ The cure for Apple is not cost-cutting. The cure for Apple is to innovate its way out of its current predicament” (Linzmayr, 2004). Spent his early life in California and later studied literature, poetry and physics. Though he could not achieve much distinction there yet destiny had more to offer in form of his dropping out from school, and during the course met Steve Wozniak, Jobs was associated with Hew let Packard during his first few years of struggle , Steve himself was an engineering expert in the field of electronics and Steve Jobs convinced him into expanding his Blue box device . Through this time Jobs got chance to spend time with Wozniak yet he was never content with the only electronics manufacturing, he had a mind that was best suited for innovative ideas and creations . Jobs somehow convinced his friend on bringing about innovation and revamping the entire structure and gave him the idea of Computer in the Apple inc. Jobs was associated with Apple Inc by then . The early years were never easy and Jobs had to compromise on his V. W mini bus while his partner in project Wozniak had to sell out his electronic calculator in order to arrange money for the first

computer . This was known as the Apple 1 computer and was launched under the brand name of Apple Inc. this was the first step of many innovations to come and Steve Jobs never looked back with his ideas . The 80s decade saw a challenge in form of launch of IBM computer, and this prompted Jobs as the innovator and Apple as the company to think different and bring more color into the game to beat the opponent . This rivalry gave rise to first Graphic User Interface based Computer in 1984. 1985 was a dark year for Jobs and saw his relations getting sour with the management in the Apple Inc, and Macintosh became reason for his half way departure from the incumbent company . The company however, equally suffered from this loss and it resulted in stagnation and loss of creativity that was introduced by the innovator we know as Steve Jobs . Mid 90s saw patch up between the man of ideas and the company and from there on it never looked back acquiring the post of C. E. O of Apple inc. Jobs gave Apple inc new dimensions and established a strong management team along with R&D . This phase of his presence was the most successful and bright in sense of innovations and ideas like IPod, advanced computers, I-tune along with its music store were the few of his contributions towards the world of technology. As the C. E. O, his first full time project was the introduction of G4 Cube; however that product could attract attention from only a segment of followers. The I-phone launch starting with I-phone 3, and with current standing at I-phone 4s, it has taken the entire cellular market by storm and is leading the charts for almost two years now, all to the man known for his innovation . One another occasion Steve Jobs said “ Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world” (Nash, 2004).

Steve Jobs was diagnosed with tumor, however after a struggle of couple of years the legendary man succumbed to the tumor in the year 2011. Steve Jobs is considered as the revolution that was needed in the world of portable devices, and gave a new dimension to the tablets and cell phones in the modern times. He left a legacy behind him and rightly earned himself the name of “ innovator of the new millennium”. His life and approach to management provides the best guide map to all who have ambition to achieve and excel , not only on individual scale but on corporate policies level as well, Steve Jobs can be termed as the bench mark towards diligence, innovation , creativity and hence a role model for achieving excellence .

Bibliography: Linzmayer, Owen W. Apple confidential 2. 0: the definitive history of the world's most colorful company. No Starch Press, 2004. Nash, , Anson R. Jr. He Who Laughs, Lasts. Xulon Press, 2004.