

Macintosh

[Experience](#), [Human Nature](#)



What were Jobs 's attitudes about effective leadership? Use the three components of attitudes. Attitudes are defined as learned predispositions toward a given object. Attitudes have three components. The affective component consists of the feelings or emotions one has about a situation. The cognitive component consists of the beliefs and knowledge one has about situation. The behavioral component refers to how one intends or expects to behave toward a situation. From Steve Jobs 's cases, I found that Jobs attitudes included all the component of attitudes.

Firstly, he as an affective component that is consists of feelings or motions one has about a situation. There are hundred of different emotions that humans can experience and any one of these could be an affective component of attitudes. Jobs look likes angry and disappointed when the Apple's company near bankruptcy In 1997. When he returned to Apple In 1997, It was producing an array of computers and peripherals, Including a dozen different versions of the Macintosh.

At the office, he suddenly shouted and grabber a Magic marker, padded In his bare feet to a whiteboard, and drew a two-by-outgrow and declared what their needed. After that, he deciding to focus on four great products, none for each quadrant. Beside that, Jobs attitudes also include in cognitive component that are consists of the beliefs and knowledge one has about a situation. Jobs got hives or worse when contemplating the use of great Apple software on another company's uninspired hardware, and he was equally allergic to the thought that unapproved APS or content might pollute the perfection of an Apple device.

It was an approach that did not always maximize short-term profits, but in a world filled with junky devices, inscrutable error messages and annoying interfaces, it led to astonishing products marked by delightful user experiences. Then, the behavioral component. Jobs has intended or expects to behave toward a situation. From this case, when Jobs returned, he shifted Apple's focus back to making innovative products: the sprightly iMac, the PowerBook, and then iPod, the iPhone, and the iPad.

As he explained, his passion has been to build an enduring company where people were motivated to make great products. But the products, not the profits, were the motivation. By 1997. What were Jobs' attitudes about effective leadership? Use the three components. Attitudes are defined as learned predispositions toward a given object. Bankruptcy in 1997. When he returned to Apple in 1997, it was producing an array of computers and peripherals, including a dozen different versions of the Macintosh.

At the office, he suddenly shouted and grabbed a Magic marker, padded in his bare feet to a whiteboard, and drew a two-by-two grid and declared what they needed. After contemplating the use of great Apple software on another company's uninspired products that did not always maximize short-term profits, but in a world filled with junky devices, inscrutable error messages and annoying interfaces, it led to astonishing products: the iPhone, and the iPad. As he explained, his passion has been to build an enduring