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Steve Jobs

Steve Jobs was an innovator. He was a computer icon and legend that will be remembered forever for changing the telecommunications and technology world. It was unfortunate when Steve Jobs was fired by John Scully. John, personally hired by Jobs, was the former marketing vice president of Pepsi Cola. Apparently, Steve had a fight with John for being honest. They decided to fire Steve because he lacked interpersonal skills with his employees. He may be a creative genius but everybody seem to hate him because of his straight-forward and brutally honest comments. It was not healthy for the company so they decided to let him go despite retaining the Chairman of the Board position. The media proved that Steve Jobs is the most successful person who changed people's life through his inventions and innovations. Without his creative juices, laptops and cellular phones through his iPhone and MacBook franchise will not be existent. He made consumers' life easier and better. One of his innovations – the screen touch phones – paved the way for consumers to easily navigate applications and telecommunication tools for everyday use. This innovation helped software developers and other stakeholders to provide more electronic services to consumers. These services may include online banking, games, health and medical applications. The touch screen also was created to ensure that consumers experience consumer friendly service without compromising the quality of the performance. Steve Jobs definitely changed the world into a happier and technology powered society. He touched many lives in his creative way. He may not have been a perfect boss but through his persistence and

perseverance, he was able to create a technology driven dynasty that continuously improves people's lives.

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