

Steve jobs

Technology, Information Technology



Steve Jobs is regarded as an iconic figure that revolutionized the world of computer and mobile phones. Born in San Francisco, California, on February 24, 1955, was not new to the world of technology because his birthplace eventually came to be known as the Silicon Valley, the house of innovation and technology (Lemke, 2007). This indicates how much Jobs was influenced by and inclined towards computers and technology. Jobs were adopted by Paul Jobs, a car mechanic, and Clara Jobs from his biological mother. In his interview with Morrow (1995), Jobs revealed that his experience with experimenting on electronic items began when he was about 5 years with his father's support and guidance; this experience rooted curiosity, passion and experimentation attitude in Jobs.

Steve Jobs was known to have an incredibly curious nature; was a quick learner and had a great love for reading. As a child, Jobs was strongly determined, stubborn, and highly focused on things what interested him rather than what he was meant to do. His interest in electronics kept intensifying as time passed, which earned him friends with similar interests (Imbimbo, 2009). Steve's first introduction to the world of computers happened when he was 12, at Hewlett-Packard office, which fascinated him to the core, and was the root cause of the revolution he later brought into the world of computers. Apart from electronics, Steve had an inclination towards music and played trumpet. He had a flair for artistic things, for example, calligraphy, which later helped him to design fonts for the Macintosh computer. Jobs was known for his inspiring speeches, referred to as Stevenotes; thousands of people would gather to listen to Steve speak about his new inventions every time (Imbimbo, 2009).

Along with his friend Steve Wozniak, Jobs designed a computer which later became the Apple I computer. To make more of such computers, both raised money by selling their personal items and started working on their new R&D project, which was called the Apple Computers in 1976 (Rockman, 2004). Jobs along with Wozniak created the Apple II, and Apple III. Steve Jobs was instrumental in launching the Macintosh. After managing Apple Computers Inc for some time, Jobs left Apple and joined Next Inc in 1985. However, Jobs returned to Apple in 1996, which revolutionised the world of computers, mobile phones and music with the invention of MacBook, iPhones, iPod and iTunes music software, all meant for consumer markets (Armstrong & Kotler, 2010).

As a leader, Jobs was aggressive, demanding, and focused. His sharp foresight and trendy nature have been the causes for such revolutions. In spite of his sarcasm and candid behaviour, Jobs genuinely cared for his employees. He was the best example for inspiration and passion. Jobs provided his employees the best pay, bonuses, stock options and much more. However, this genius of Steve Jobs that is considered as one in millions died of pancreatic cancer in October 2011.

To conclude, Steve Jobs was an extraordinary human being with skills, talent, aggression and passion of exceptional kind; he lived a normal life full of struggles and hard work. His determination and passion have exemplified human potential and imagination beyond the possibilities of current world.

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