

# The steve jobs by walter isaacson

[Business](#)



The paper "The Book Steve Jobs by Walter Isaacson" is a good example of a book review on business. Steve Jobs is basically an in-depth biography of Apple Inc. co-founder Steve Jobs which was authored by award-winning writer Walter Isaacson. Isaacson is a renowned author who has done a number of scholarly works and most notably he is the author of best-selling biographies for Albert Einstein and American business mogul Benjamin Franklin. The book is centered on a number of interviews that Jobs conducted that the author analyzed and compiled to give this fascinating chronology of events. This ranged from Steve Jobs' personal life to his professional engagements highlighting both his success as well as challenges that defined his life. The author makes it vivid that Jobs was not an excellent engineer as perceived by everyone but a guy with a business-driven mind with marketing astute compared to none. He was always focused on giving his clients the best experience and thus creating room for creativity and innovation. The book emphasizes on focus as the ideal virtue that Steve Jobs possessed that made him able to achieve all that he did. Most notably the author elaborates that Steve was able to discern his client's demand desires and design more innovative products & services even before the customers would conceptualize the idea. The marketing flair in Steve Jobs is a distinguishable characteristic that enabled him to stay an edge ahead of his close competitors by ensuring creativity was blended with technology to come up with premium products and services that consumers enjoyed.

### Commentary

Steve Jobs is a captivating and entertaining book that explores the life of an innovative genius that rose from the dust to the helm of one of the most

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successful electronics giant in the world. Though voluminous in quantity the tact the author has used to frame and arrange the chapters keeps the reader on toes with a desire to read more every time. The book is designed in simple language that is readily understandable to all audiences thus broadening the reach to many. Although the message is tricky in a manner that the incidents surrounding Steve Jobs' life cannot be related to directly as he possessed certain personal traits and abilities that helped him get his way with his mode of doing things which cannot be possible to everyone (Blumenthal, 2012).

The books are strategically arranged in chapters in which each deals with a specific incident or occurrence thus giving the reader a decision to choose whatever he/she wants to read first. However, the author would at times impose titles that did not culminate well with the real matters in the particular chapters. For instance, there is a chapter that is dubbed ' Dawn of a new age' which elaborates the occurrences of when Jobs got back to Apple Inc. and made a turn around to its fortunes (Isaacson, 2011). Again at some point in the book a title ' The second coming' is used to explain the story of the invention of the graphical user interface of Apple Inc. The author may have been out to come up with catchy titles that readily capture the eye but he failed to supplement them with relevant chronological occurrences that support or brings out their meaning vividly (Isaacson, 2011).

From a marketing perspective Jobs was a technical critic of his competitors' products he would stop at nothing to criticize any development that his competitors had made this is evident from instances like; he asserted it is gay to use a rabbit as a desktop icon referring to Microsoft's development, he would numerous refer Sony Music's head as a dick and last but not least <https://assignbuster.com/the-steve-jobs-by-walter-isaacson/>

he usually referred to mobile phones manufactured by competitors as dead brains (Isaacson, 2011). Essentially it is evident that Job was an astute perfectionist who believed he is the best second to none a reason he would thrash off the products of his competitors despite being superior at times (Isaacson, 2011).

However, it is also worth noting despite being ready to critique and judge competitors Jobs disliked being critiqued or referred in a bad light. This is manifested when the Fortune Magazine at some point wanted to publish a damaging article about him focusing on the negative side of Steve Jobs that the public was unfamiliar with (Blumenthal, 2012). He swiftly reacted to this by summoning the magazine editor in an attempt to intervene to prevent the article from being run in the magazine. The author indicates that when Steve came face to face with the person responsible of drafting the article he asked him ‘ now that you have uncovered that am an asshole, why do you want to make it news’ (Isaacson, 2011).

The author stayed clear of Jobs’ negative side thus unfavorably painting a picture of a saint yet he indeed had a number of undesirable traits that his colleagues and even employees allude he manifested in his daily work. That notwithstanding it is the marketing flair, business zeal, creativity and cannibalized personality that made Jobs the corporate genius that many adore in all measures (Isaacson, 2011).

### Conclusion

The book is a great inspiration more so to people in the marketing field who desire to make an impact on their clients and business in general. I strongly recommend it.