

**Isaacson, Walter - Steve Jobs***Simon & Schuster, 2011, [Business] Grade* ★★★★★

We all miss Steve Jobs. He will be remembered 100 years from now, like Edison and other giants. There is a lot to admire: his passion, focus and endurance were just a few of his qualities. He was the mastermind behind some of the most important innovations during the last 30 years in the technological arena. I knew this, but my knowledge of the man behind the headlines was obviously rather poor.

In this excellent biography, written by journalist Walter Isaacson, CEO at the Aspen Institute, we learn a lot about Steve Jobs the manager, the husband, and the friend as well. And this story is not as pretty. This book would not be as good without the strong integrity of Isaacson. Steve Jobs knew this, and that is probably why he asked Isaacson to write his biography – to give a truthful picture of his life. And that makes the book so interesting and educative for being a biography.

Jobs lived a remarkable life. We get all the details behind the development of Mac II, Lisa and Macintosh during his first years at Apple. We learn more about the marketing skills of Jobs and his ability to create excitement for his products. We get to know the people that helped him made it all possible, like Woz in the garage. We get the story behind his departure from Apple – I now understand why he was sacked, a reasonable decision. And we get to know his participation in the movie industry thru Pixar and – of course – his successful return to Apple.

There are lessons to learn from Jobs. After reading the book, I better understand his passion to create excellent, easy to use products. Few products can be better than many options, simplicity wins over complexity, and you can't make breakthroughs by asking customers or letting deadlines head the agenda.

It is sad that this man, so value driven, often was rude to others, didn't respect colleagues and friends and, for many years, put himself first. Is this needed to be so successful? I hope not.

He was complex man, filled with contradictions. But still, when I think of Steve Jobs, I think of Apple ad campaign "Think different": "Here's to the crazy ones. The rebels. The troublemakers. The ones who see things differently. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do". Apple named 29 heroes in the campaign like Martin Luther King. I think Apple should add Steve Jobs to the list.

This book is a pleasure to read. The language is swift and straightforward. I am impressed by the honesty behind the story – probably another thing to learn from Steve Jobs. This might be the best biography ever, together with Jenkins' Churchill. A must read.

Michael Persson, March 12, 2012