

5 things you can't forget about Steve Jobs 'technology witch'

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Has been two years since **Steve Jobs died** . In addition to founding Apple, the most expensive brand on the planet and offering great products that are part of the life of people like the iPod or iPhone, Jobs is one of the strange, talented leaders. The smartest and most stylish way one can't forget.

1. Presentation style



Steve Jobs' presentation style has always been a topic of 'dissection' and research so that one can formulate a successful presentation formula.

Anyone who has ever had the opportunity to attend press conferences hosted by Steve Jobs affirmed that Apple's events have partly lost its '*substance*' from the time of Steve Jobs. What the CEO of Apple brings is really different. Even when Jobs introduced a small update of the product, his passion and style inspired and made listeners feel more.

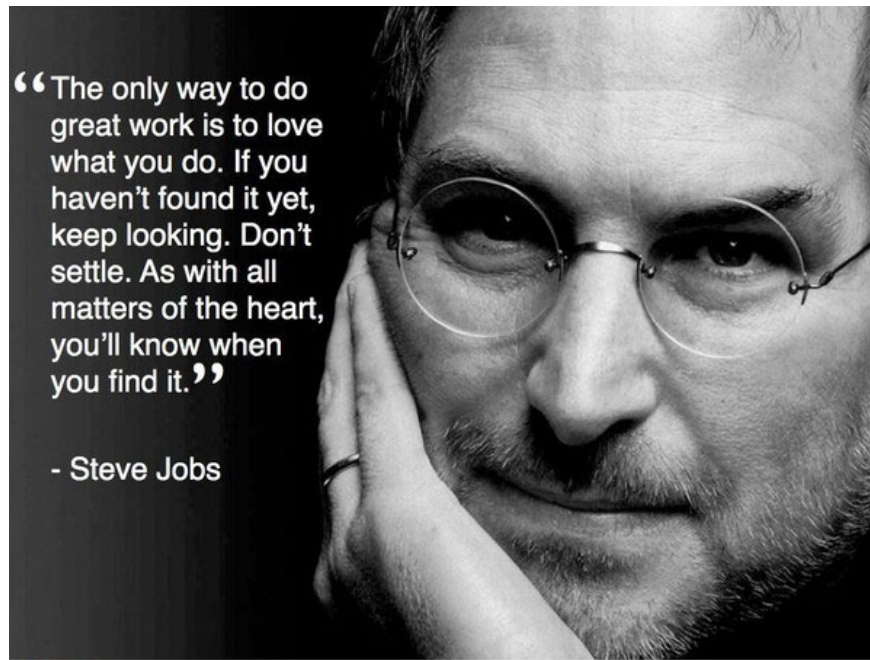
2. Dress style



Steve Jobs positioned himself in the mind of fans a simple but different image.

Contrary to the glittering products and the fashion Steve Jobs and Apple always try to bring to the users, the late CEO always keeps himself an unbelievably casual style of dress: The ancient black shirt, jeans Levi's and New Balance 991 sports shoes. As Steve Jobs told Walter Isaacson in his book about his life and career, Jobs revealed a uniform dress style that would give him a style. separately and that's what he really wants.

3. Memorable sayings



You can draw a lot of memorable words of the late CEO every time he speaks to the public.

Throughout his career, Steve Jobs has left a lot of immortal statements that until today, many entrepreneurs, designers, . still take it as a guideline for what they are doing. show.

Here are some impressive words from Steve Jobs:

'Being the richest person in a cemetery doesn't mean anything to me . Every night, every time I go to sleep I have the right to say that I have done something great, that's the problem.' - Steve Jobs talks about his goal.

'You cannot look to the future to sequence events, you can only look at the past. Therefore, you need to believe in each of the things you are experiencing that will somehow connect with each other in the future. You need to believe in something - intuition, destiny, life, karma, whatever. This has never disappointed me and it has changed my whole life.' - Steve Jobs talks about faith in the future.

Besides, there are many other memorable quotes.

4. Email

From: Steve Jobs <sjobs@apple.com>
Subject: **Re: International Customers are not happy.**
Date: 15 April 2010 01:03:48 CEST
To: Paul Shadwell

"deliberately pulling the wool over the rest of the worlds eyes"

Are you nuts? We are doing the best we can. We need enough units to have a responsible and great launch.

On Apr 14, 2010, at 8:41 AM, Paul Shadwell wrote:

Dear Mr Jobs

On behalf of the international community of Apple consumers I would like to protest at the way Apple is apparently leaving us out
We have been fed either misinformation or no information at all and it is starting to cast doubt over Apple's intents, at least it is to

Jobs rarely responds directly to email.

The public often knows the style of Steve Jobs through lectures, rare interviews or even the way he responds to emails, because despite being a rather self-contained person, there are sometimes CEOs. This is in response to the customer's email.

Specifically, he always kept the style of answering emails brief and right in the center of the desired conversation.

5. Vision



A lot of things Steve Jobs said were considered insane at the time of later becoming the industry standard.

'We want to put a great computer on a book you can always take with you.' You may be thinking this statement is what Jobs said during the iPad launch ceremony in 2010 or a few years earlier. No, this is what he said in 1983 at the International Design Workshop.

This is just one of many examples that demonstrate great vision and the ability to predict or create a shift in consumer technology of the 'witch' Jobs. Above all, Jobs is always trying to realize his vision, as a result, the world has been and will be receiving many more great products with the foundation that is what the talented CEO left for the industry. technology industry.

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