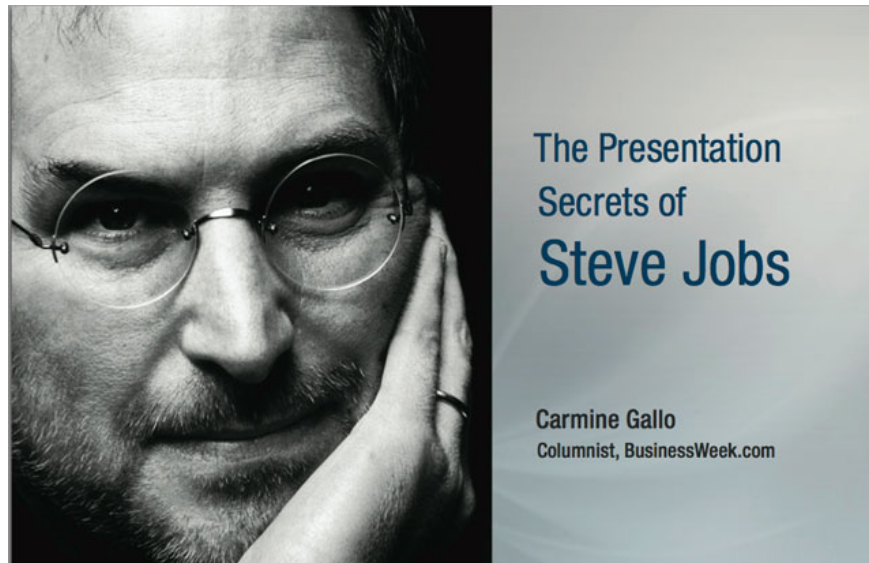


7 secrets of Apple 'father'

In 1972, Steve Jobs, Apple's renowned CEO, left his home town of Silicone Valley, heading north to attend a small, anonymous art school in Portland, Oregon. One semester later, he dropped out of school. Like many teen teenagers, 17-year-old Jobs was disoriented and did not know which path he should take.

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" *Witch* " Steve Jobs, the father of Apple.

" *I don't know what to do with my life. I thought the University would help me find a way, but here, I spent all the money my parents had to save for life. That's me. Jobs decided to drop out,* "recalled Jobs.

The courage to choose the " *uneducated* " and " *listen to the heart*" plan is the first of seven secrets outlined by the author Carmine Gallo in the new book " *Secrets of Creativity Steve Jobs* ". Gallo is a media expert and the author of the popular " *Steve Jobs Presentation Secret* " book.

In the new work, Gallo painted Jobs's image as a " *superman* ", with the ability to give users not what they want, but what THEY WILL WANT. A theme throughout the book is the principle of " *Thinking differently, openly and constantly asking questions* ". To do this, you need to have a variety of life experiences, both good and bad, to be " *capital* ".

Besides that is the ability to constantly brainstorm. Gallo cited a Harvard study, whereby creative thinking

requires the ability to link experiences in different fields, the ability to cover problems from which to come up with entirely new ideas.

Jobs's remaining secrets, according to Gallo, are not too high, but it is difficult to apply them all at once. Most importantly, most individuals lack Jobs' courage and recklessness. "*Initiative hides in a lonely place because very, very few people have the courage to pursue new ideas to the end, as well as the confidence to follow those initiatives. That's why so few people can be creative at a high level like Steve Jobs*".

Specifically, 7 secrets Gallo listed are:

1. Do what you like
2. Create personal imprints
3. Suffer from brainstorming
4. Selling Dreams, not selling products
5. Say No to small, trivial things
6. Create as many experiences as possible
7. Master the messages

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