

Disney CEO: Steve Jobs is alive, Apple and Disney have merged

Disney CEO, Bob Iger, shared an excerpt from his upcoming memoir.

Accordingly, he said that if Steve Jobs was alive today, he would probably merge the two companies together, or at least think seriously about it.

Bob Iger and Steve Jobs were close friends before becoming CEOs of the two companies. Iger played a key role in the Disney acquisition of Pixar from Apple and put Steve Jobs on Disney's board of directors.

" With every success the company has achieved since the departure of Steve, there are always moments between excitement, I wish Steve could be here to enjoy. I can't help but think about the chat with him in my head, the conversation I wish I could take place in real life. Moreover, I believe that if Steve were still alive, we would merge the two companies, or at least discuss. comment about that possibility very seriously. "

When Iger joined Disney as the CEO, the relationship between Apple and Disney was fierce. Jobs vowed never to work with Disney because of his dissatisfaction with the company's previous CEO, Michael Eisner. However, Iger successfully "defrosted" and persuaded Jobs and Apple to cooperate with Disney.

Just a few weeks after Iger became Disney's CEO, Apple announced an iPod capable of watching videos, and the entire Disney content library was brought to iTunes.



Three months later, Disney plans to acquire Pixar from Apple for \$ 7.4 billion. Shortly before the deal was announced in the media, Jobs and Iger took a long walk, and it was then that the Apple CEO revealed to his friend that his cancer had returned.

" I looked at the clock. It was 12:15. We walked for a while, and then sat down on a chair in the middle of Pixar's beautiful campus. Steve put his hand behind me, a beautiful, unexpected gesture. He said 'I'll tell you something that only Laurene' - his wife - 'and my doctors know'. Then he asked me to keep it a secret, and then said the disease His cancer has returned. "

The whole excerpt revealed by Bob Iger is well worth reading, and you can read it all here.

Apple and Disney are about to enter a new battle: the streaming service, with Apple TV + and Disney +. Because of this, Bob Iger recently resigned from Apple's board of directors.

Apple TV + will launch on November 1 for \$ 4.99 / month, while Disney + will launch on December 12 for \$ 6.99 / month.

Reference: iPhoneHacks

You finished reading the article "**Disney CEO: Steve Jobs is alive, Apple and Disney have merged**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.