

Fortune honors Steve Jobs as 'CEO of the decade'

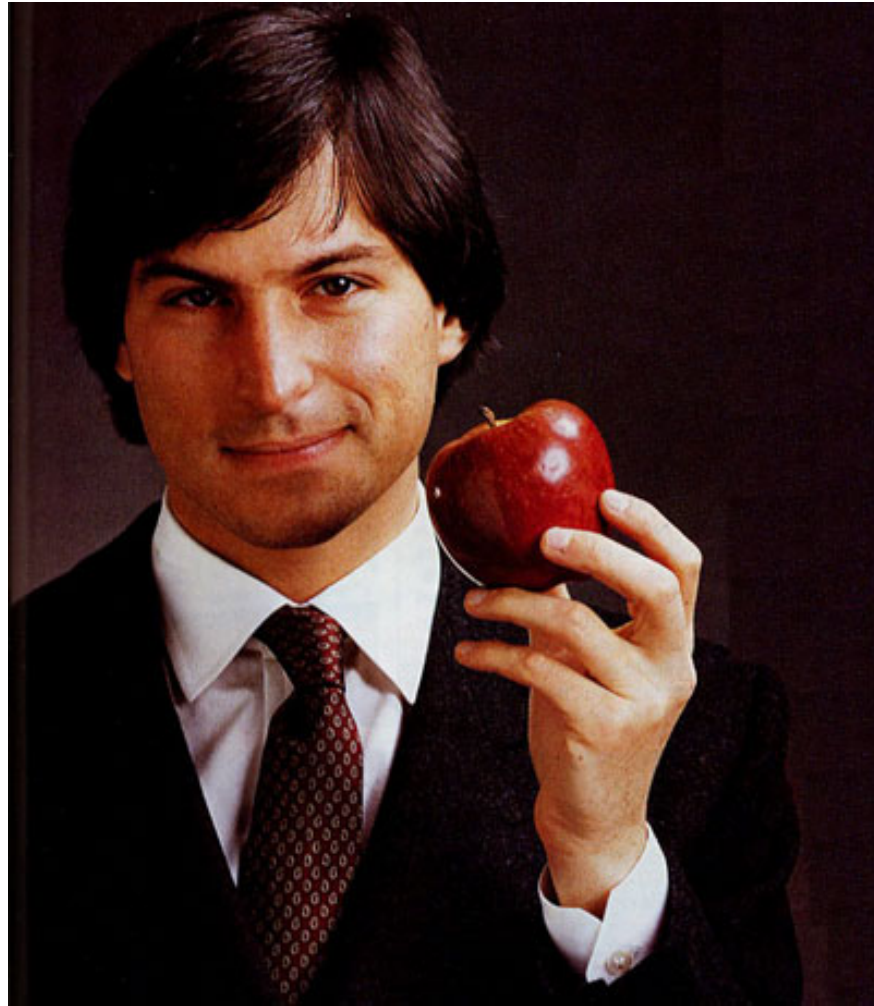
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Since returning to Apple in 1997, under the leadership of Steve Jobs, Apple has relocated the mobile music market to the iPod, stirring up the mobile phone industry with the iPhone and making the music retail market booming with iTunes. He also changed the way of personal computer business with breakthroughs of MAC computers and OS X operating systems.

The sophistication and convenience of Apple products along with smart marketing strategies have created craze for Apple products worldwide, leading to the company's extremely successful business results over the years. .

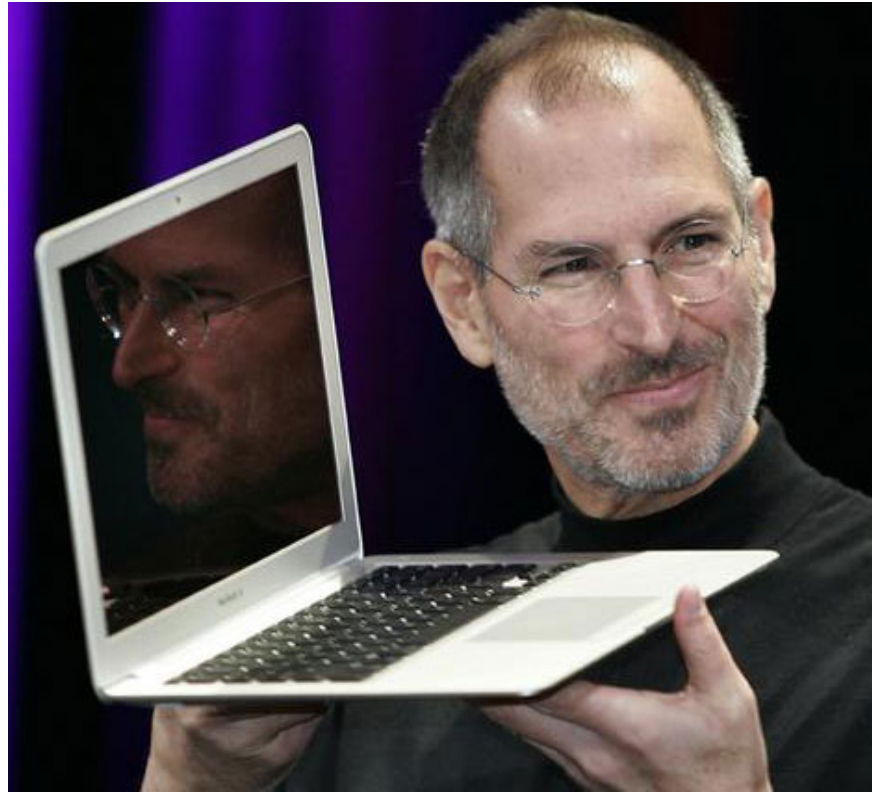
In the event of Fortune magazine honoring Steve Jobs as the CEO of the decade, we look back at some of the career marks of genius CEO Steve Jobs since founding Apple:



Young Steve Jobs

In 1976, Steven Paul ' *Steve* ' Jobs (born February 24, 1955) co-founded Apple with Steve Wozniak. They created the first product, a commercially available personal computer.

In the early 80s, Steve Jobs was one of the first to see the commercial potential of a graphical interface controlled by a mouse. After leaving Apple executives in 1985, he opened NeXT, a company that develops computer systems specifically for the high-end education market and businesses. NeXT was later acquired by Apple in 1997.



Steve Jobs introduced the Macbook Air

In 1986, Steve Jobs owned Lucasfilm's computer graphics division and later developed into Pixar Animation Studios, which later produced eight of the all-time favorite animated movies like Toy Story, A Bug's. Life, Toy Story 2, Monsters, Inc., Finding Nemo, The Incredibles, Cars and Ratatouille. Pixar has won 20 Academy Awards and its films have sold more than \$ 4 billion so far. Pixar then merged with Walt Disney in 2006 and Steve Jobs is still on Walt Disney's executive board.



Steve Jobs introduced the iPhone

In late 1996, Apple's acquisition of NeXT was completed and Steve Jobs returned to the company he co-founded. He has been in the position of CEO of Apple since 1997 and has brought great success with 'Apple'.

The results of Steve Jobs with Apple:

- Steve Jobs brought Apple's value from about \$ 5 billion in 2000 to about \$ 170 billion, bigger than Google.
- Apple has sold more than 200 million iPods, accounting for 73% of the US MP3 player market share.
- The iPhone cult phone sold more than 30 million units in just over 2 years and included 1.8 billion downloads of application software from the App Store.
- iTunes online music retail system with more than 100 million customer accounts also sold more than 8.5 billion songs.

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