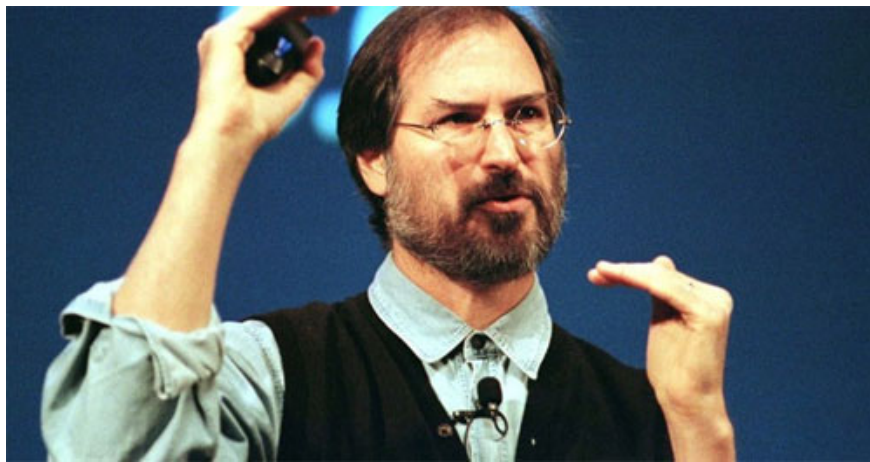


The unprecedented sayings of Steve Jobs

In the latest book about Steve Jobs, portraits of the CEO of Apple appear to be different from what the public once knew. In particular, many of his unprecedented meaning statements were also 'excavated'.

In the latest book about Steve Jobs, portraits of the CEO of Apple appear to be different from what the public once knew. In particular, many of his unprecedented meaning statements were also 'excavated'.



About the value of radio and television with a child: 'It gives a person the feeling that they can build things that they see around the world. Those things are no longer a mystery. '

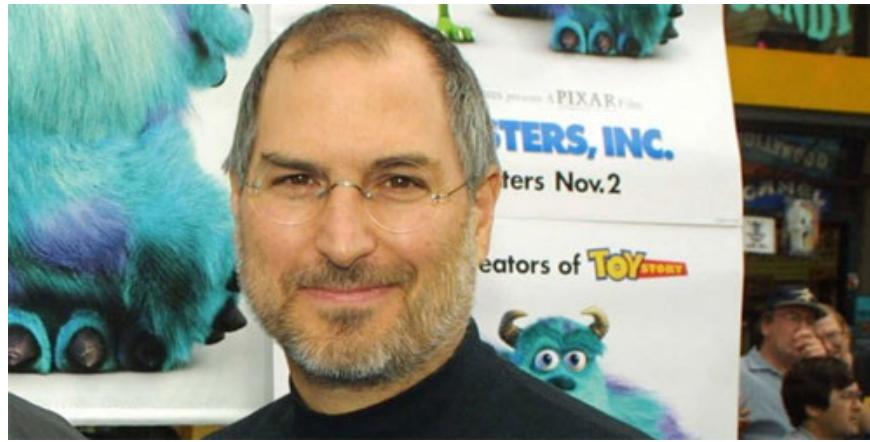
To write a new book called ' *Becoming Steve Jobs: The Upstart Into a Visionary Leader* ', the *Reckless Evolution of a Reckless* (*translating: Becoming a Steve Jobs: From a Reckless Start to a Visionary Leader*), two authors Brent Schlender and Rick Tetzl had to rely on Apple for years. In particular, Schlender has followed Steve Jobs for 25 years. In the book, along with very different Jobs stories and portraits, many say Jobs's meaning was first announced.



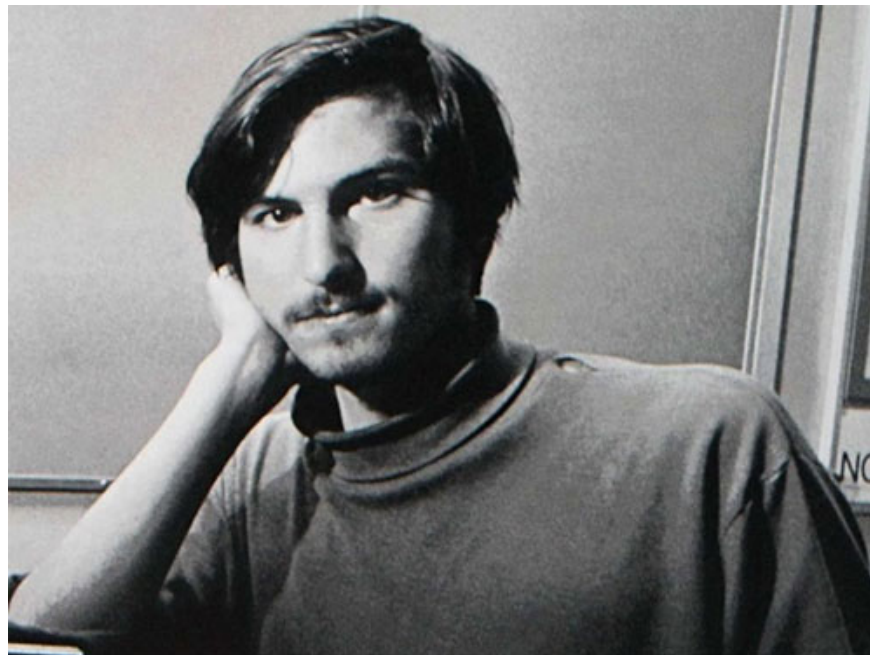
About how to look at yourself: 'I don't want to be an entrepreneur because of all the entrepreneurs I know, I don't want to be like them.'



About the belief in the power of Apple products when developing the first Mac: 'The work that 50 people are doing here will send a huge ripple across the universe.'



About the group of graphic engineers who later became Pixar: 'They are much more advanced than anyone else. I know in my bones that they will be very important.'



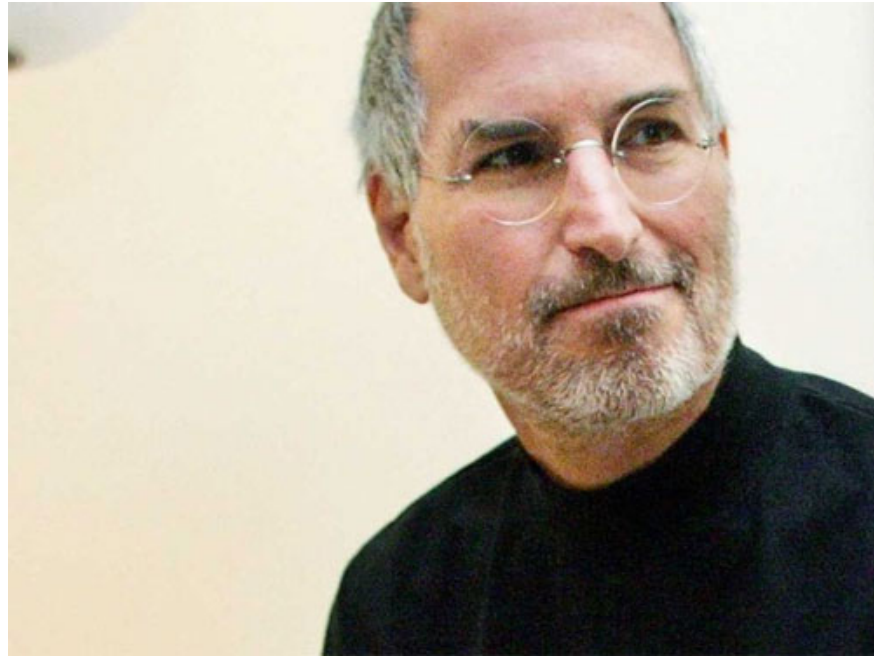
About NeXT, the computer company he built after being kicked out of Apple: 'The world does not need another \$100 million computer company.'



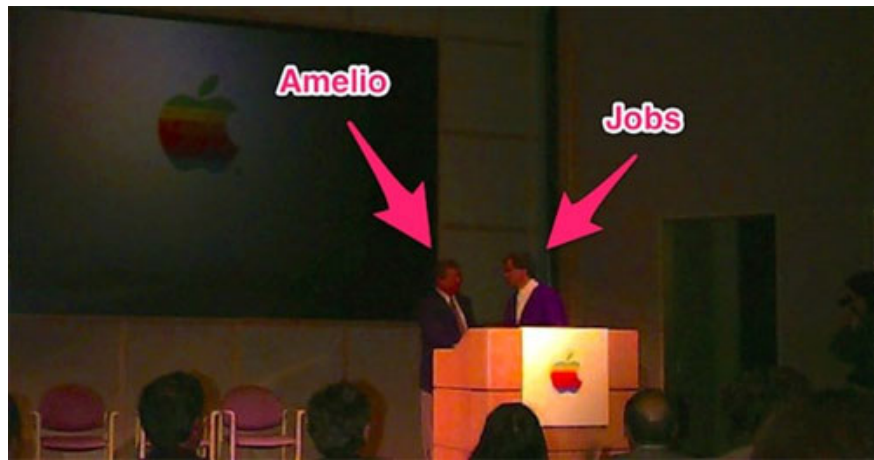
About what he left for life: 'When I die, people will honor me for all the most creative things. However, no one knows that I really understand how to run a business.'



About the feeling of 'falling in love at first sight'. 'I lost my line of thought and started feeling a bit stunned'.



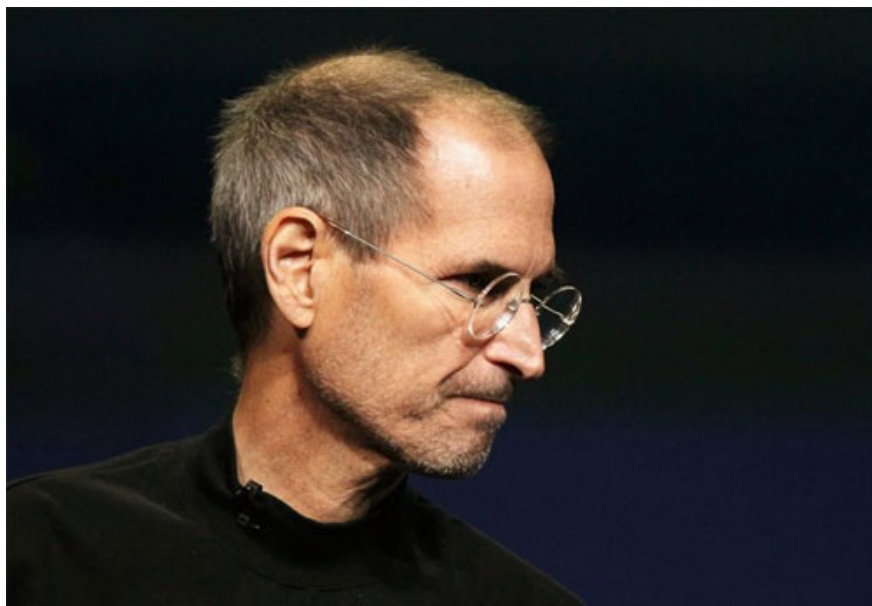
About what Pixar created compared to what Apple created: 'You know, when we produce a computer at Apple, what is its life cycle? About 3 years. By 5 years, it's just a stop. If you do the job properly, what you create will last forever.'



About Gil Amelio, Jobs's previous CEO of Apple: 'How can he be the one who can get the company up if only lunch alone at the office with food served as coming from Versailles?' (a French city).



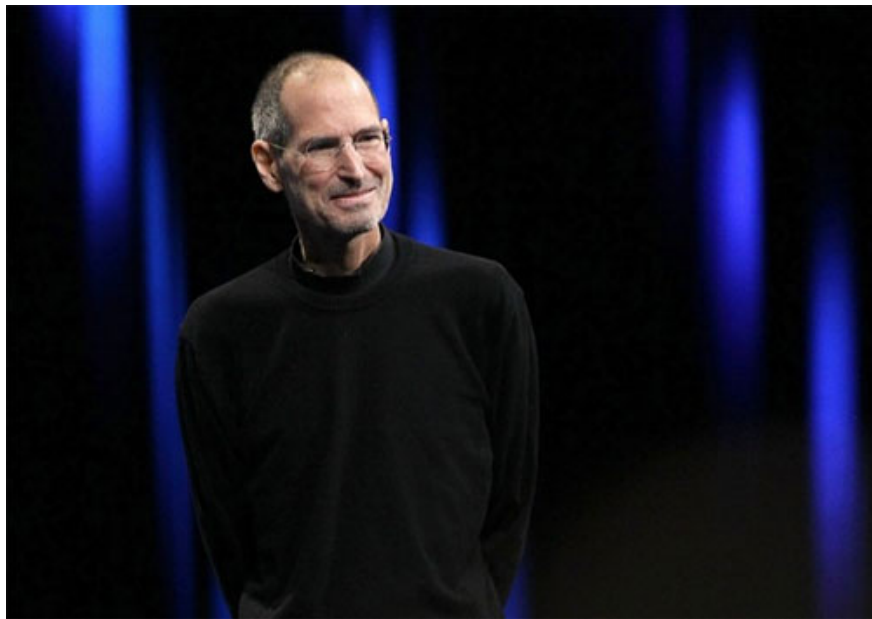
About taking risks: 'I followed Bob Dylan when I was growing up, I realized that he never stood still . If they constantly dared to fail, they were still artists. Dylan and Picasso are always the ones who dare to fail ' .



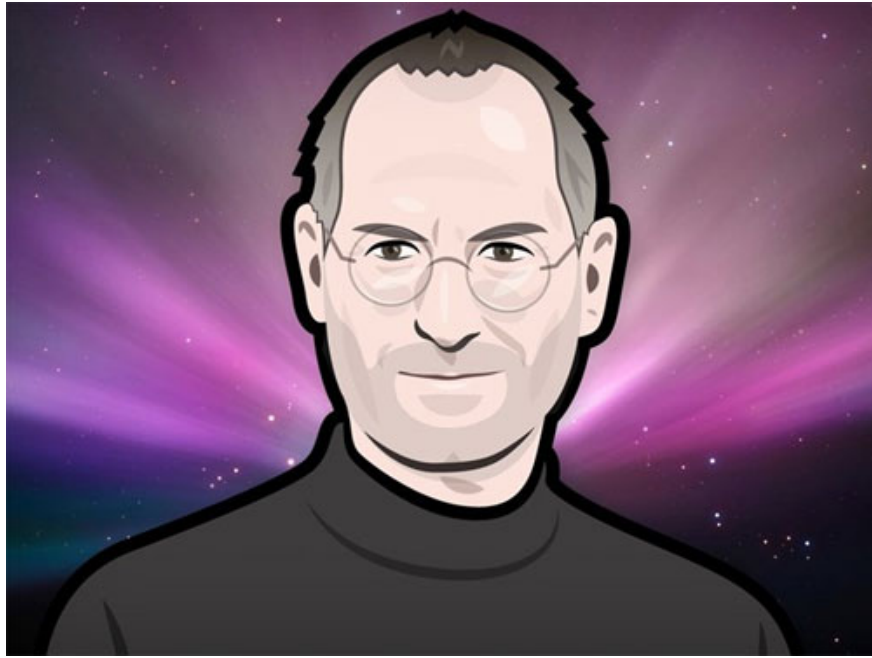
About the dismissal of employees became more difficult after he had children: 'When I look at those people, I think they are like a 5-year-old child like looking at my child. And I think it's probably me, someday returning home and informing my wife and children that I've been fired. Or maybe one of my children was 20 years old. I have never seen it personally like that before. '



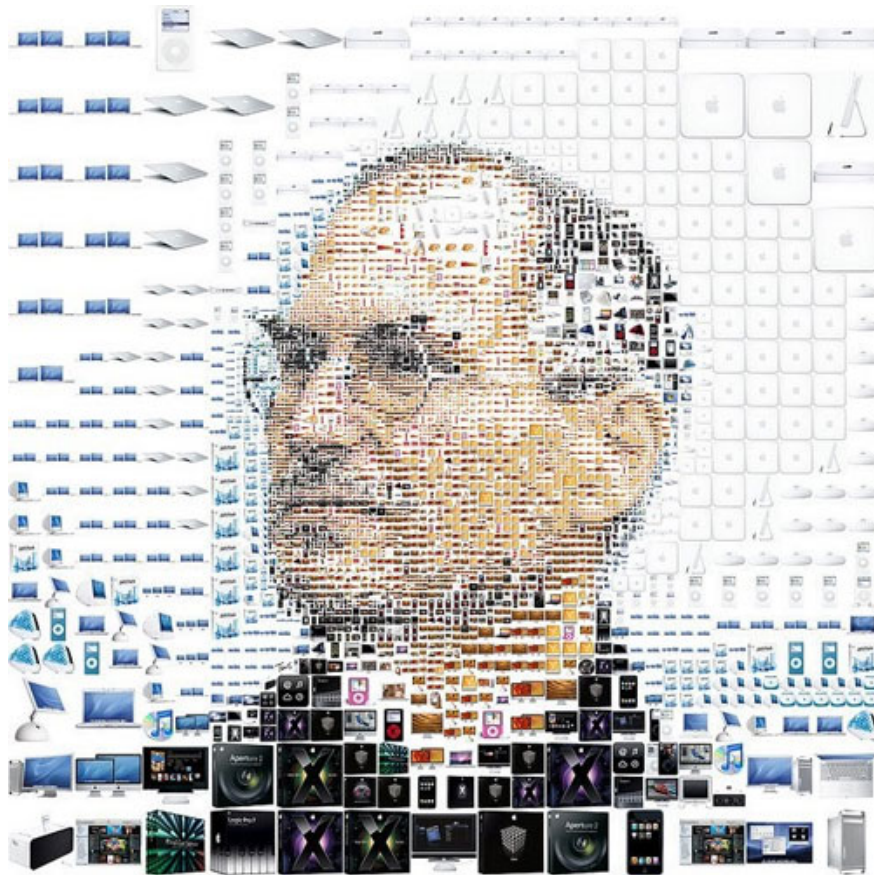
About returning to Apple CEO in 1997: 'The first 6 months were especially cold. I'm like walking in a fantasy.'



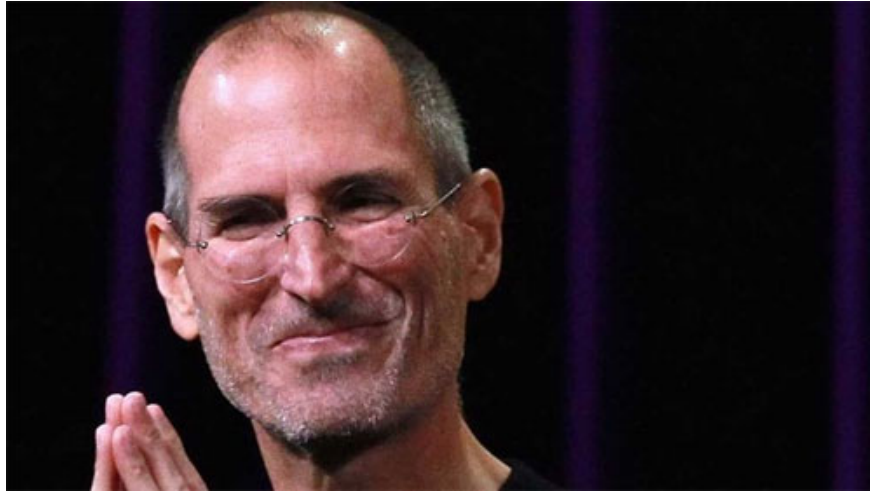
About what he really cares about as a CEO: 'The only purpose, for me, when building a company is a company that can produce products'.



About difficulties in the late 1990s: 'Near-death experience sometimes helps a person see better'.



About Apple: 'Learning technology and new markets is interesting to me and everyone at Apple'.



About creativity: 'One of the things I always feel is that if you're creative, it's like jumping into the air, you want to make sure the ground is there when you come back.'

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