



Summary of Becoming Steve Jobs: By Brent Schlender and Rick Tetzeli Includes Analysis (Paperback)

By Instaread Summaries

Instaread, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.So much has been written about the late Steve Jobs that Brent Schlender and his co-author, Rick Tetzeli, wisely begin their biography with a prologue that explains why they wrote yet another biography of the Apple co-founder. Schlender, a former reporter for the Wall Street Journal and Fortune, became close to Jobs over twenty-five years of interviews, and was one of the few journalists Jobs trusted. They were the same age, shared a similar middle-class background, and even suffered severe health crises at the same time. When Jobs died, Schlender realized that his portrayal in the media remained inaccurate. Jobs was perceived as a genius whose abilities had been undermined by his egocentric, volatile, and demanding personality. The real Jobs was more complex, more human, more sentimental, and even more intelligent (Prologue, EPUB), especially after undergoing a metamorphosis during his exile from Apple from 1985 to 1997, when the whiz kid.



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