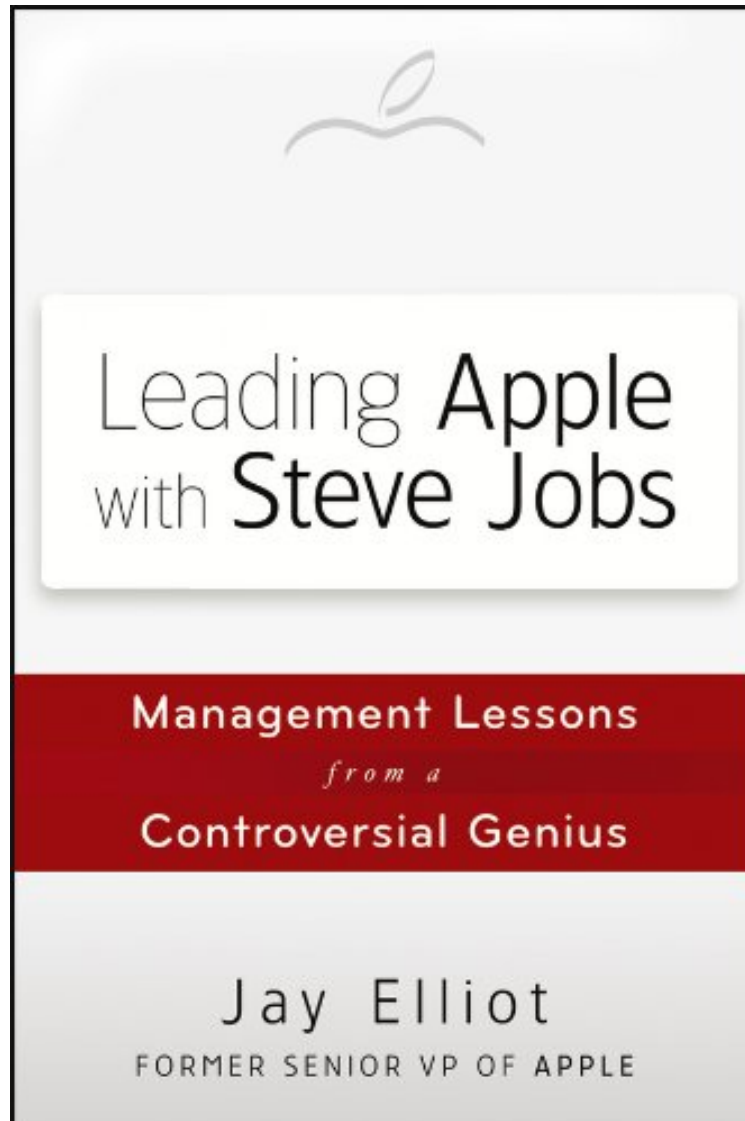


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## Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius

Jay Elliot

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**Jay Elliot : Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius** before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading Apple With Steve Jobs: Management Lessons From a Controversial Genius:

6 of 6 people found the following review helpful. First book I have read about Steve Jobs; glad I did. By Floating ApexI purchased this book because of the author's recent appearance on CNBC's "Squawkbox". I can't remember the exact reason that Jay Elliot was a guest (it wasn't about this book), but he stated that other biographies of Steve Jobs

were too focused on the negatives of his personality and that those authors had missed the driving force in Steve Jobs that sometimes precipitated the abrasive behavior. Anyway, he finally said he had tried to correct the written record with his most recent book, and that prompted me to make the purchase. I am glad I read this book. I, too, had picked up the impression that Steve Jobs was a genius, but that he was also a verbal bully -- sometimes just waiting for the opportunity to belittle or demean those he encountered. This book taught me that Jobs was driven, obsessed with the desire to produce high quality products, and his sometimes being frustrated in this pursuit caused the negative fallout on others. Elliot also emphasized that this drive for quality attracted hundreds of talented people who joined Steve Jobs in this quest. Many of the "folkloric" tales of Steve Job's tirades were refuted or softened with an explanation of the facts behind the facts. This is a good study of alternative leadership style -- especially when one is pursuing atypical manufacturing goals. I have read the book once, and I will return to it periodically to compare the Job's leadership style with more traditional ones.

0 of 0 people found the following review helpful. Have a Vision or Limp Along By Stacy Q. This book talks about Apple, but its management lessons apply to any business. It's outstanding. I have used these principles in my classroom, in volunteer work at church, in managing two businesses, and in raising my son. For business, though, they are essential. You can embrace the concepts outlined in the book, or you can limp along and wonder why someone else has your market share.

1 of 1 people found the following review helpful. A how to By One time We all know that Steve was an amazing leader, this book comes closest in explaining how to replicate and emulate some of that greatness. A quick easy read and a must read for anyone who wants to become a better manager.

A former Senior VP of Apple shares how Steve Jobs motivated people to do the best work of their lives Jay Elliot was hired personally by Steve Jobs, just in time to accompany him on the last of his historic visits to Xerox's Palo Alto Research Center, the visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve's right-hand man and trouble-shooter, overseeing all corporate operations and business planning, as well as software development and HR. In *Leading Apple with Steve Jobs*, Jay details how Steve managed and motivated his people and what every manager can learn from Jobs about motivating people to do the best work of their lives. Steve Jobs used the phrase "Pirates! Not the Navy" as a rallying cry; a metaphor to "Think Different." In the days of developing the Macintosh, it became a four-word mission statement. It expresses the heart of Apple and Steve. The management principles that grew out of that statement form the backbone of this book. Explains how to find talented people who will understand your objectives and be able to make a contribution to that effort Lists traits that can determine whether a person will be so committed to the vision that they will provide their own motivation Explains how to ensure that your employees hold an allegiance to the captain and to his/her shipmates, and also possess the ability to come up with original, unique ways to approach a problem, and be self-guided with a strong sense of direction *Leading Apple with Steve Jobs* will shift your thought paradigm and inspire you to assemble and lead innovative teams.

.com Q A with Jay Elliot, Author of *Leading Apple with Steve Jobs* Jay Elliot