



## El Libro de Steve Jobs



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# El Libro de Steve Jobs

*Brent Schlender*

## El Libro de Steve Jobs Brent Schlender

*El libro de Steve Jobs* takes on and breaks down the existing myth and stereotypes about Steve Jobs. The conventional, one-dimensional view of Jobs is that he was half-genius, half-jerk from youth, an irascible and selfish leader who slighted friends and family alike. Drawing on incredible and sometimes exclusive access, Schlender and Tetzeli tell a different story of a real human being who wrestled with his failings and learned to maximize his strengths over time. Their rich, compelling narrative is filled with stories never told before from the people who knew Jobs best, and who decided to open up to the authors, including his family, former inner circle executives, and top people at Apple, Pixar and Disney, most notably Tim Cook, Jony Ive, Eddy Cue, Ed Catmull, John Lasseter, Robert Iger and many others. He and Rick humanize the man and explain, rather than simply describe, his behavior. A rich and revealing account that will change the way we view Jobs, *El libro de Steve Jobs* shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with a more mature management style to create one of the most valuable and beloved companies on the planet.

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485 pages

### Review

"Becoming Steve Jobs" is fantastic. After working with Steve for over 25 years, I feel this book captures with great insight the growth and complexity of a truly extraordinary person. I hope that it will be recognized as the definitive history. "Ed Catmull, president, Disney Animation and Pixar," on the English-language edition"

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### About the Author

**Brent Schlender** is one of the most prominent chroniclers of the digital revolution. For 25 years, he dealt with everything related to Steve Jobs for the *Wall Street Journal* and *Fortune*. **Rick Tetzeli** is the executive editor of the business and technology magazine *Fast Company*, and was also the deputy director of *Fortune* and publisher of *Entertainment Weekly*.

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