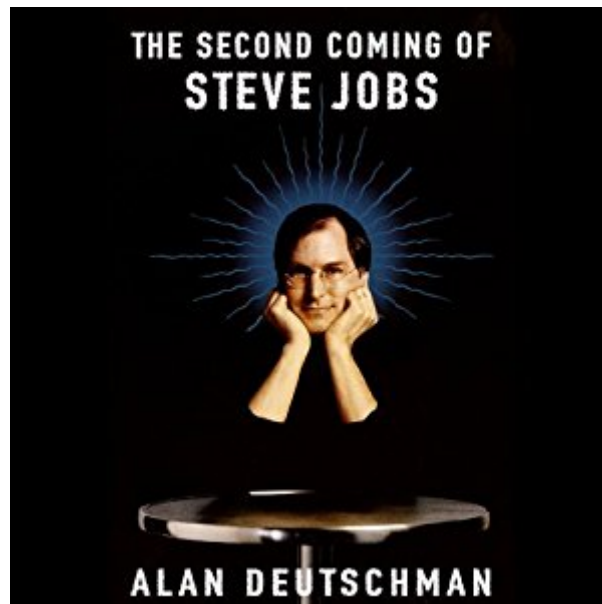


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# The Second Coming Of Steve Jobs



## Synopsis

From the acclaimed Vanity Fair and GQ journalist--an unprecedented, in-depth portrait of the man whose return to Apple precipitated one of the biggest turnarounds in business history. From the emergence of Apple Computer in the late 1970s and early 1980s to its current resurgence, charismatic leader Steve Jobs has captivated the public. Both revered and reviled for his dictatorial manner and stunning successes, Jobs has transcended his legend in Silicon Valley to take on some of the heaviest hitters in Hollywood. Now, in *The Second Coming of Steve Jobs*, Alan Deutschman presents the most revealing portrait yet of this fascinating, complex character--an in-depth look at the many layers of Steve Jobs, a man who is at turns a brilliant cult figure and an abusive, egomaniacal kid. This story begins back in 1985 when Jobs was exiled from Apple, and then it goes on to chronicle the rise and fall of his own company, NeXT; the enormous success of Jobs's film animation studio, Pixar; and finally his triumphant return to Apple in the late 1990s, with Jobs taking the title of CEO in January 2000. Displaying an uncanny skill at the negotiation table and an intuitive sense of brilliant design that could capture the public's fascination with products like the iMac, along with a celebrity's ability to command the spotlight, Jobs has been able to catapult himself to the top of the Silicon Valley and Hollywood establishments. Based on interviews with scores of people--rivals, colleagues, friends--who have worked with Jobs over the years, *The Second Coming of Steve Jobs* gets under the hood of this extraordinarily complex man: how and why he almost gave up on his career; the details of his negotiations with Disney's Jeffrey Katzenberg and Michael Eisner, and of the culture clash between Silicon Valley and Hollywood; his methods of leadership, management, creativity, and innovation; his friendship and rivalry with Bill Gates--and much more. In an unsentimental and powerful voice, Deutschman reveals a man who suffered his midlife crisis at thirty, compressing it into just three months; struggled between self-imposed exile and the allure of public life; and became the baby boomer icon who was constantly blurring the lines between businessman, rock star, and beatnik. *The Second Coming of Steve Jobs* is a compelling look at an individual who has changed the face of technology and entertainment for the twenty-first century. This candid account of Steve Jobs's tumultuous and provocative career will answer the many questions left unanswered by this incredibly private character who has come to represent the Silicon Valley American dream. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

I bought this book because it focused on the fascinating "lost weekend" of Steve Jobs, starting from his ejection from Apple in 1985 to his return 11 years later. While I devoured the book quickly, the entire work has a stench about it - it reeks of a rushed, vindictive flame job. The book falls apart completely at the end, the author rushes so badly. Almost all sources are individuals thrown out of the Kingdom of Steve (people who have failed him in some way or another) with hardly any input from current Apple directors and executives who have worked successfully with Jobs for decades. By the end I found myself questioning every conclusion the author reaches (which was easy considering he predicted defeat and disgrace that never happened) and wondering to myself, "What's the point?" The general tone is that the author doesn't like Jobs but he also doesn't "get" the man either, and neither do many of the author's sources. One former executive of AppleCare described Jobs complaining about tech support at Apple as being a bunch of clueless idiots (at which point the executive is removed from the company) and I thought to myself, tech support at most companies are the rudest people I've ever talked to, yet Apple has ranked #1 in that area for 10 years? Maybe Jobs understands something this author doesn't.

My favorite book on Steve Jobs. I have recently read a ton of them while working on a recent project and will probably plow through a bunch more. Unlike other reviewers, I just don't see the "flaming" here. It seems any time an author is less than adoring "oh my god" almost canonizing, really "oh my god" about Jobs, someone calls foul. Or if they include any personal details, it's criticized as "gossip." It's called "rounding out the character," and really, what a unique character. Yes, the end is rushed and some future assumptions are way off base, but that's part of what makes connecting the dots in

hindsight so much fun.

Very dated book at this point as it covers up to about 2001-2002 and starts right after Jobs left Apple. Still, a good read and worth my money!

I'm going to have to re-read this book as a result of some of the glowing comments by the other reviewers. My first take on "Second Coming of Steve Jobs" left me with a negative impression. I know more about Mr. Jobs than most I must admit, I expected to find an indepth biography about a man who shaped our lives in more ways than you'd care to admit. Instead I sensed a bias and a deep dislike from the author for his subject matter. I agree with the other reviewer, I found the writing to be choppy, jumping from one period to another resulting in a blurred and confused picture. You'd think that over the span of 15 years, that Steve Jobs has matured or changed very little. I find that immensely difficult to believe. While it is true Steve Jobs is intense, his vision has not changed and that we average blokes would not begin to appreciate. I don't know about you, but he's changed my life profoundly and I thank him for it. As for Mr. Deutschman of magazine fame, I always thought writers were supposed to be unbiased and impartial. Not so with this writing.

I've read a few Steve Jobs book. This isn't bad.

If you want juicy tidbits about personal moments with Steve Jobs - then this is a good fast read - if you want any insight into Steve Jobs - this is an even faster read because there isn't any. Don't buy this book if you want any depth - analysis - insight - anything other than personal moments with Steve Jobs. This biographical thing (let's not say a book) is a mish mash of accounts of Steve Jobs actions and non-action. There is the tyrannical BAD STEVE and the benevolent GOOD STEVE - but then there is the horrible writing of the author and lack of any direction - or any support to the conclusion of the book. My Positive Note: The one good thing I would have to say about this book is all the history on Pixar and Next that I didn't know about....other than that....stay away and wait until someone comes out with a book that Steve Jobs can at least admit has some interesting - fairly portrayed points about his life or he writes his own book.

Must admit I thought this book would be harder on Steve Jobs than it turned out. All the pre-published rumors and ?efforts to stop it made me think it would be real anti-Jobs. While I wouldn't like the book if I was Steve Jobs, I must say that Deutschman brings makes some aspects

of the Jobs story quite positive in my mind. He paints a complex individual who truly has accomplished a lot in such a short time. I do hope that someday Steve Jobs tells the story from his view.

I have read different Jobs biographies. I admire him and wanted to know more about the person. This biography was not liked by Jobs, as it did go into fields or opinion he did not like at all. But after reading four biographies including the official one, I would say they are all similar, but this one is the most easy reading one and absorbing. It lacks the last years, which is a lot, so you need a complementary biography for them. In any case, I do not think we will have perspective of the inheritance of Steve Jobs till a decade has elapsed. Then we will look back in wonder and the full story will have real dimension. A good book, I bought for my iPad, obviously. Do not get upset. There are two kindles in my family, as well.

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