

# The Life and Lessons of Steve Jobs

Karen Niemla, ULM Library  
LLA Conference 2012

"steve jobs", "bill gates"

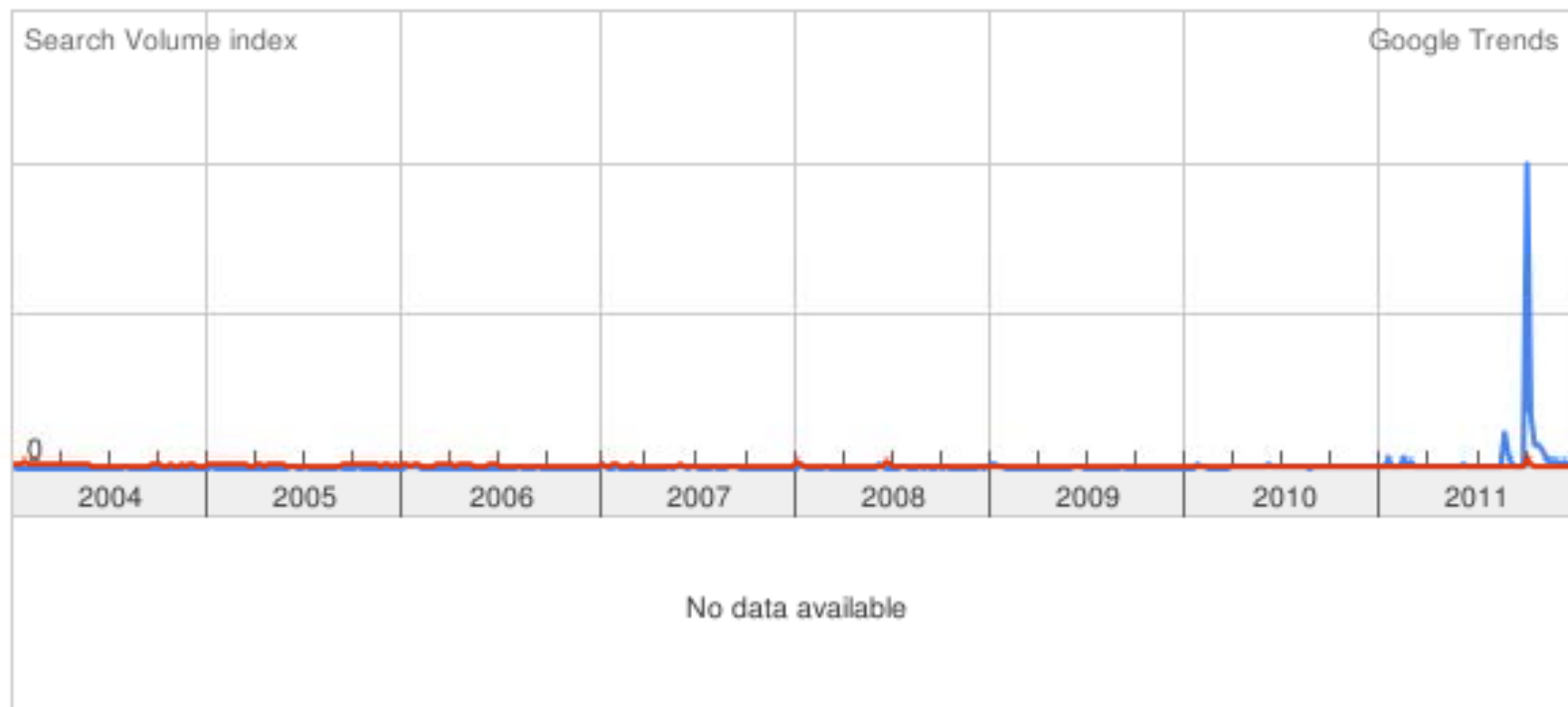
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● "steve jobs" ● "bill gates"



3  
Jan  
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4:00pm, EST

# Unofficial Steve Jobs action figure is so realistic it's creepy

By Rosa Golijan

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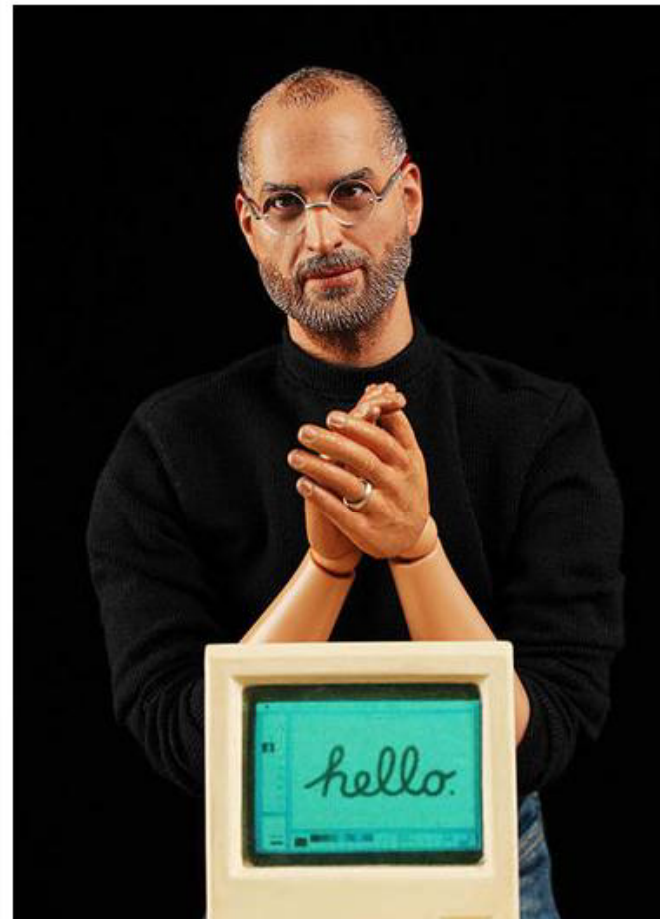
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I adore action figures and I respect Apple's late co-founder Steve [Jobs](#), but the Steve Jobs action figure that's supposedly becoming available in late February makes me want to run away screaming.

Just look at it! It's so realistic that it's genuinely a little bit unnerving.

[The Verge's Joseph L. Flatley seems to agree with my assessment](#) — though he prefers to describe the action figure as "pretty awesome" yet almost "Uncanny Valley-creepy."

Flatley reports that the 1:6 scale figure will be distributed by a company called [DiD Corp.](#), cost a hundred bucks (plus shipping) once it becomes available in February, and have some remarkable characteristics. Creepily remarkable characteristics that is:



older

newer

# iCEO: Cuddle with a Steve Jobs plush

Steve Jobs-styled toys haven't had much luck making it through production, but Throwboy is giving it a try with iCEO, an unmistakably Steve Jobs-ish plush doll.



by Amanda Kooser | March 14, 2012 12:04 PM PDT

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The iCEO looks mighty familiar.  
(Credit: Throwboy)

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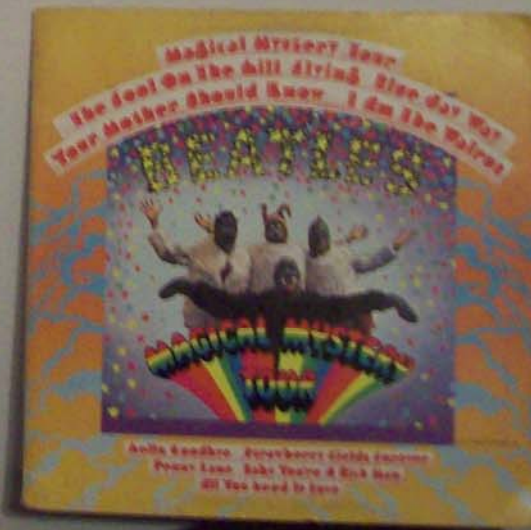
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News - Mobile



[iPad heat tests, Round One: Warmer, but not yet](#)







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Premier Issue \$4.00

Volume 11, #1

The Macintosh Magazine

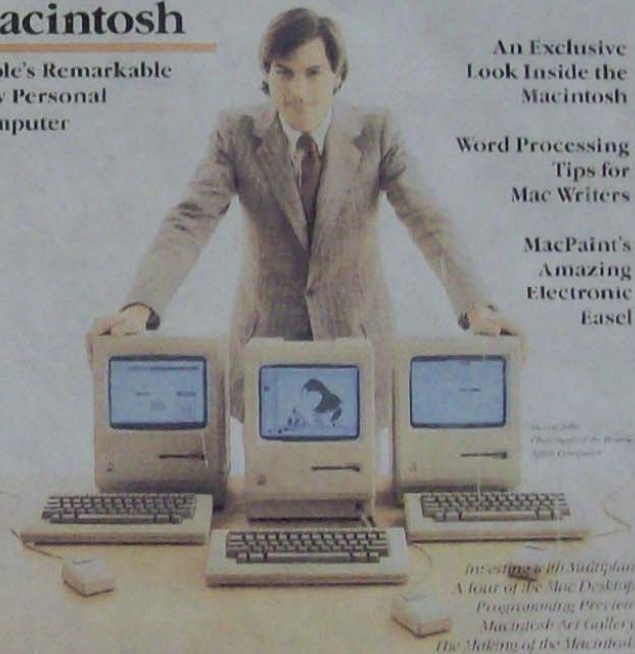
## Macintosh

Apple's Remarkable  
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Computer

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Tips for  
Mac Writers

MacPaint's  
Amazing  
Electronic  
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Investing with Multiple  
A tour of the Mac Desktop  
Programming Precious  
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# The Life of Steve Jobs

# The Life of Steve Jobs

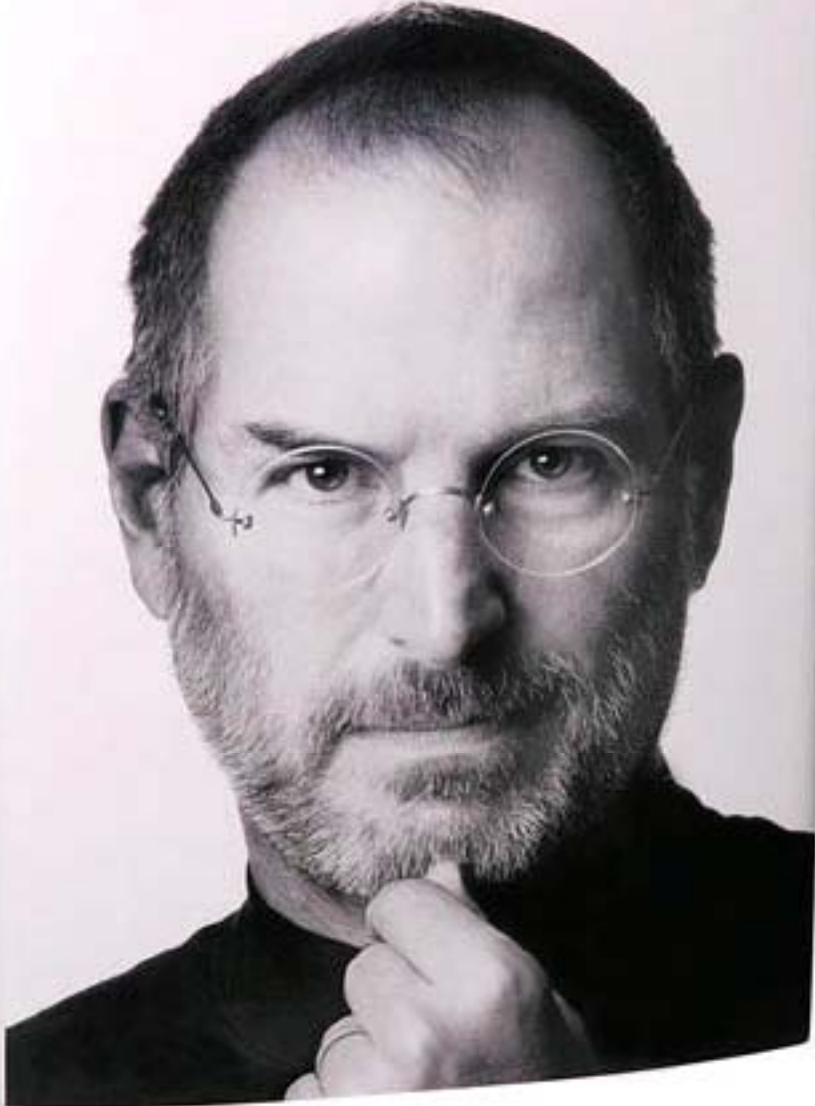
## Lessons We Can Learn

# The Life Of Steve Jobs



**Steve Jobs by Walter Isaacson**

*Steve Jobs by Walter Isaacson*







**Infinite Loop**  
Michael S. Malone

**STEVE JOBS  
& THE NeXT  
BIG THING**  
RANDALL E. STROSS

**REVOLUTION IN THE VALLEY**  
**How the Mac Was Made**

**RETURN TO THE  
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MICHAEL MORITZ

**THE SECOND COMING OF  
STEVE JOBS**  
ALAN DEUTSCHMAN

**APPLE CONFIDENTIAL 2.0**

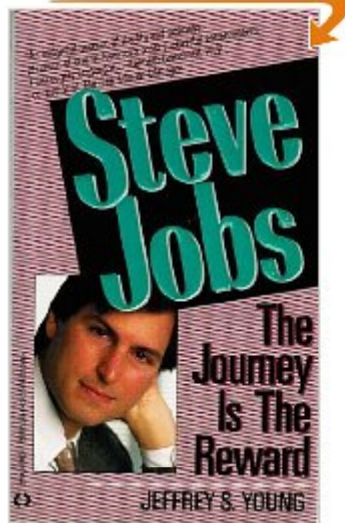


NOAH WYLE ANTHONY MICHAEL HALL

# PIRATES of SILICON VALLEY



The story of  
many of America's  
V.I. P. and how they  
changed the world

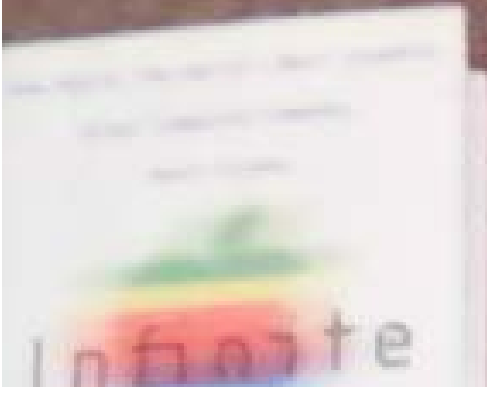
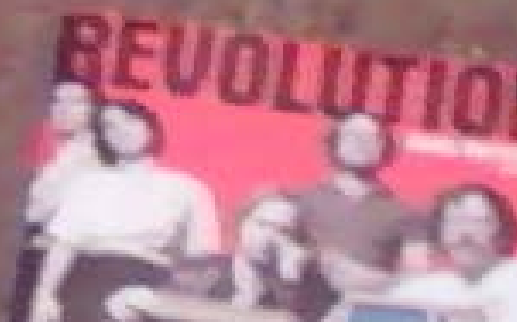
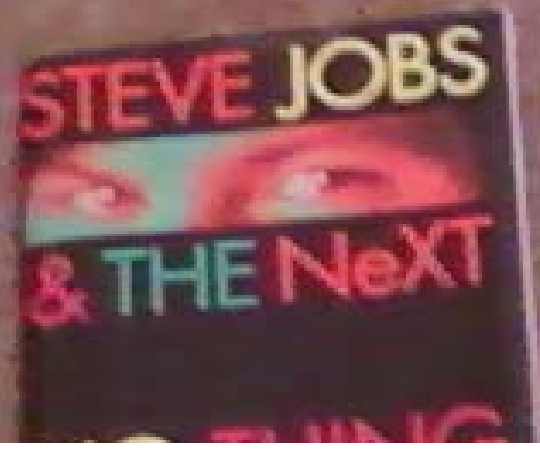
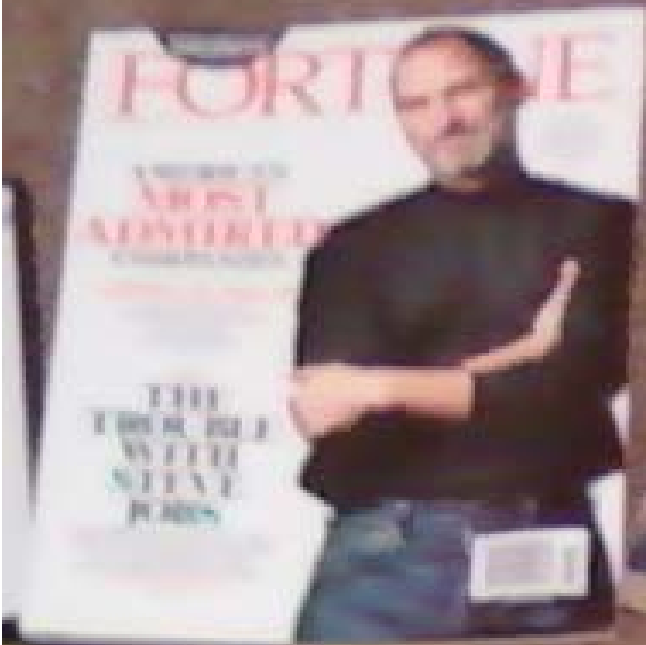
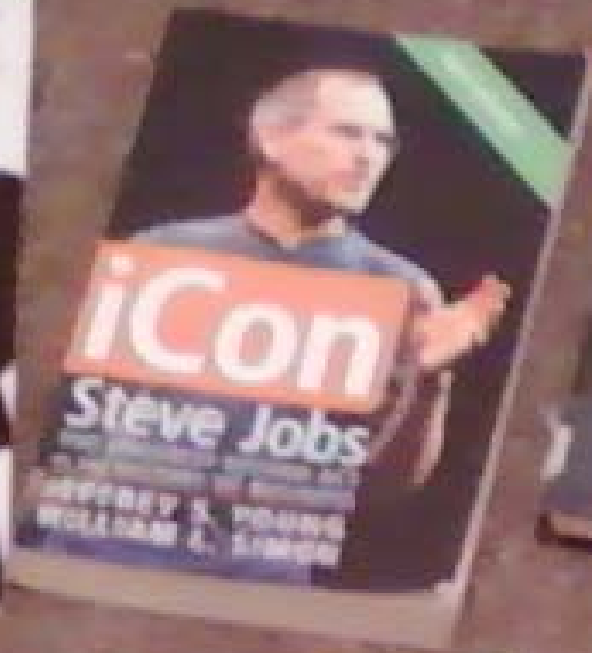
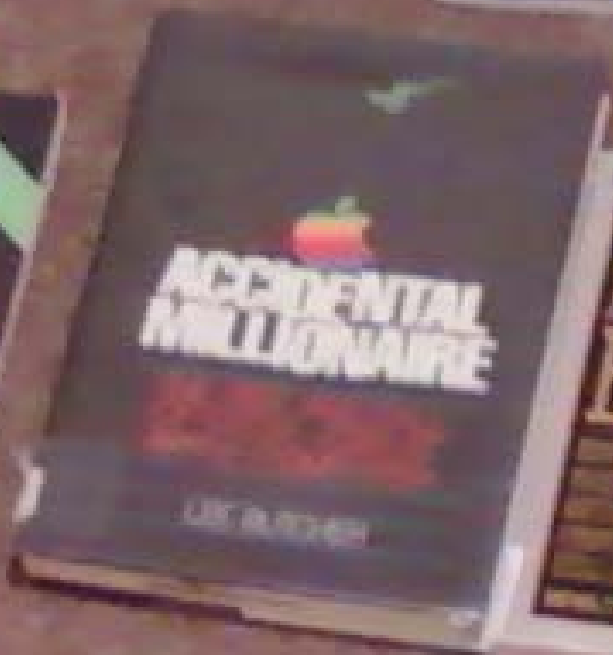
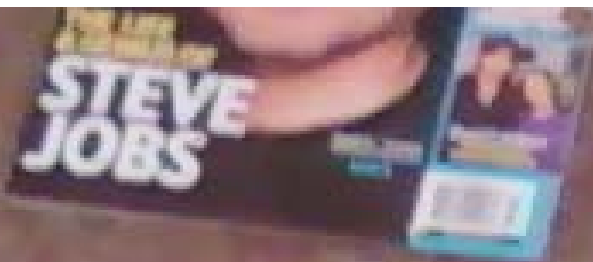
[Steve Jobs: The Journey is the Reward](#) and over one million other books areClick to **LOOK INSIDE!**

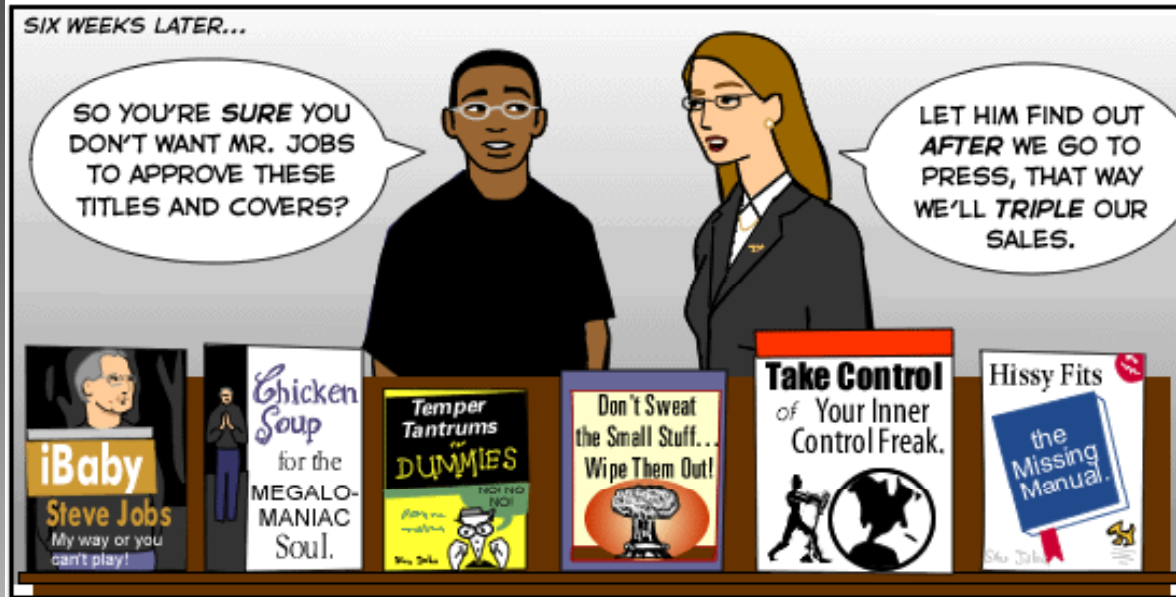
## Steve Jobs, the Journey Is the Reward [Paperback]

Jeffrey S. Young  (Author)★★★★☆  (10 customer reviews) | Like (3)Available from [these sellers](#).**18 used** from \$2.96

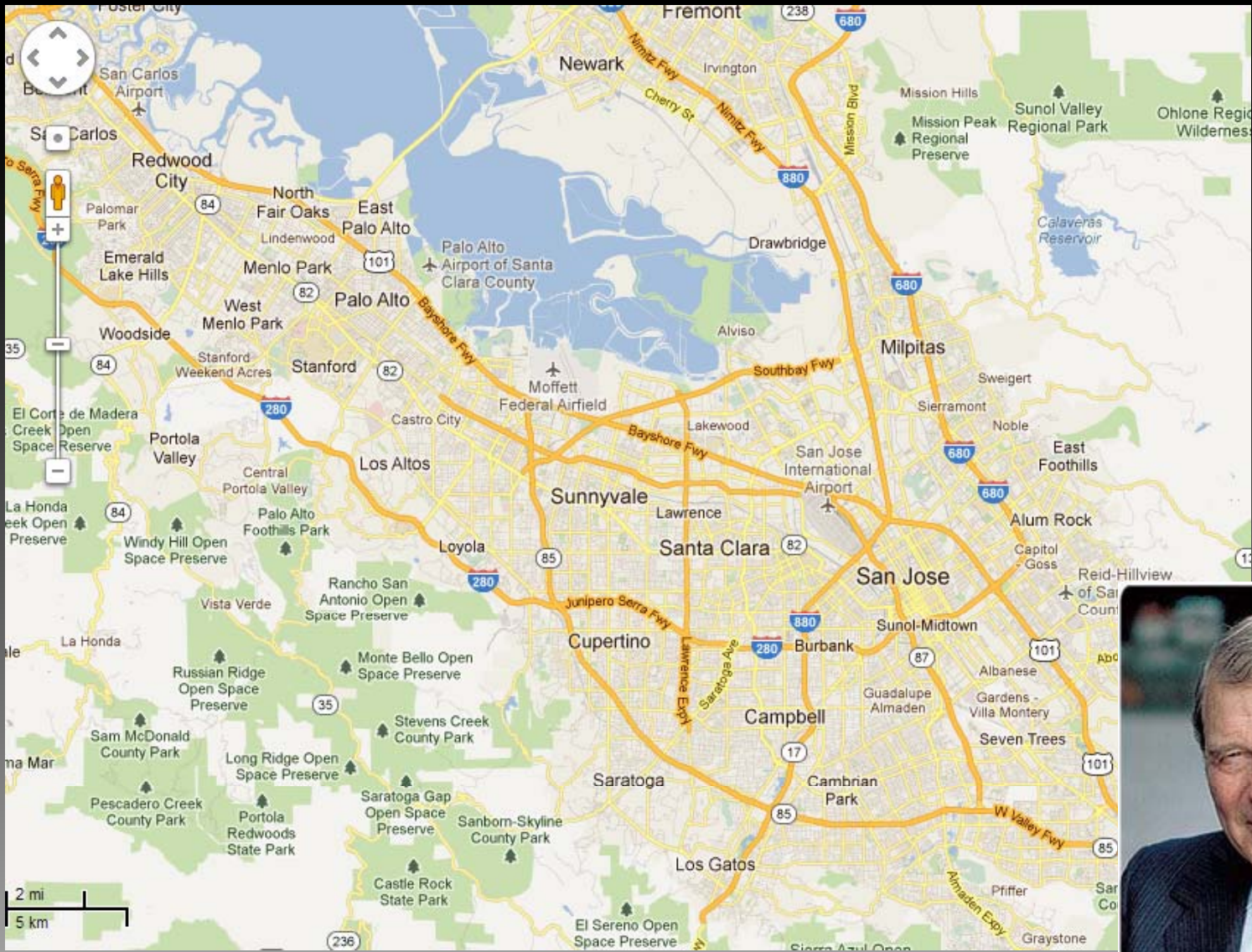
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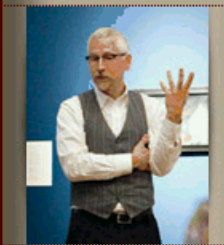


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*Portland Monthly* writes about Reed's centennial in "Old School: Happy 100th birthday to Reed—America's last great conservative college"

View the **events calendar** for more events listings, the **news center** for more news and information, and visit Reed's **multimedia** site for audio of selected lectures and performances



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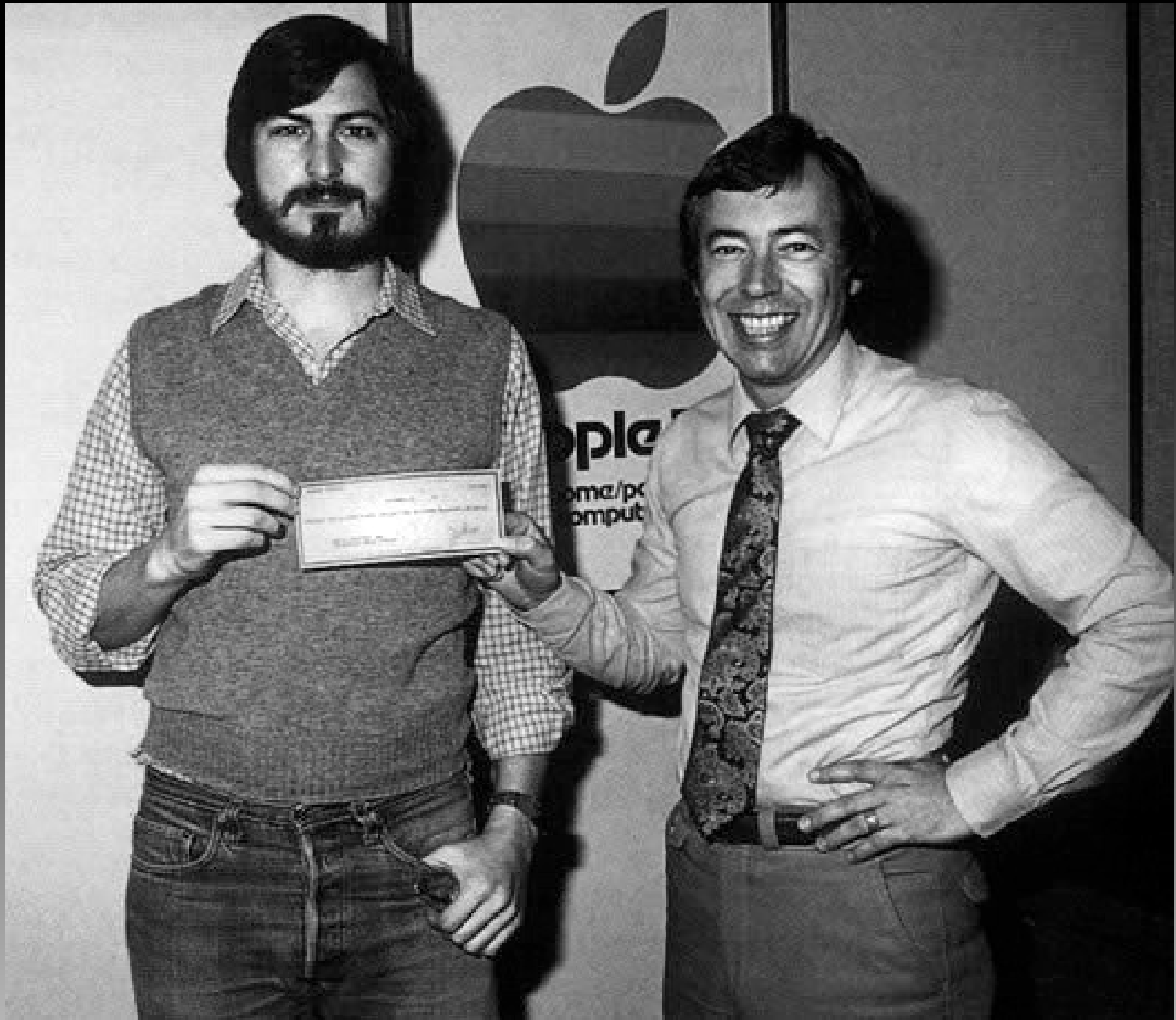
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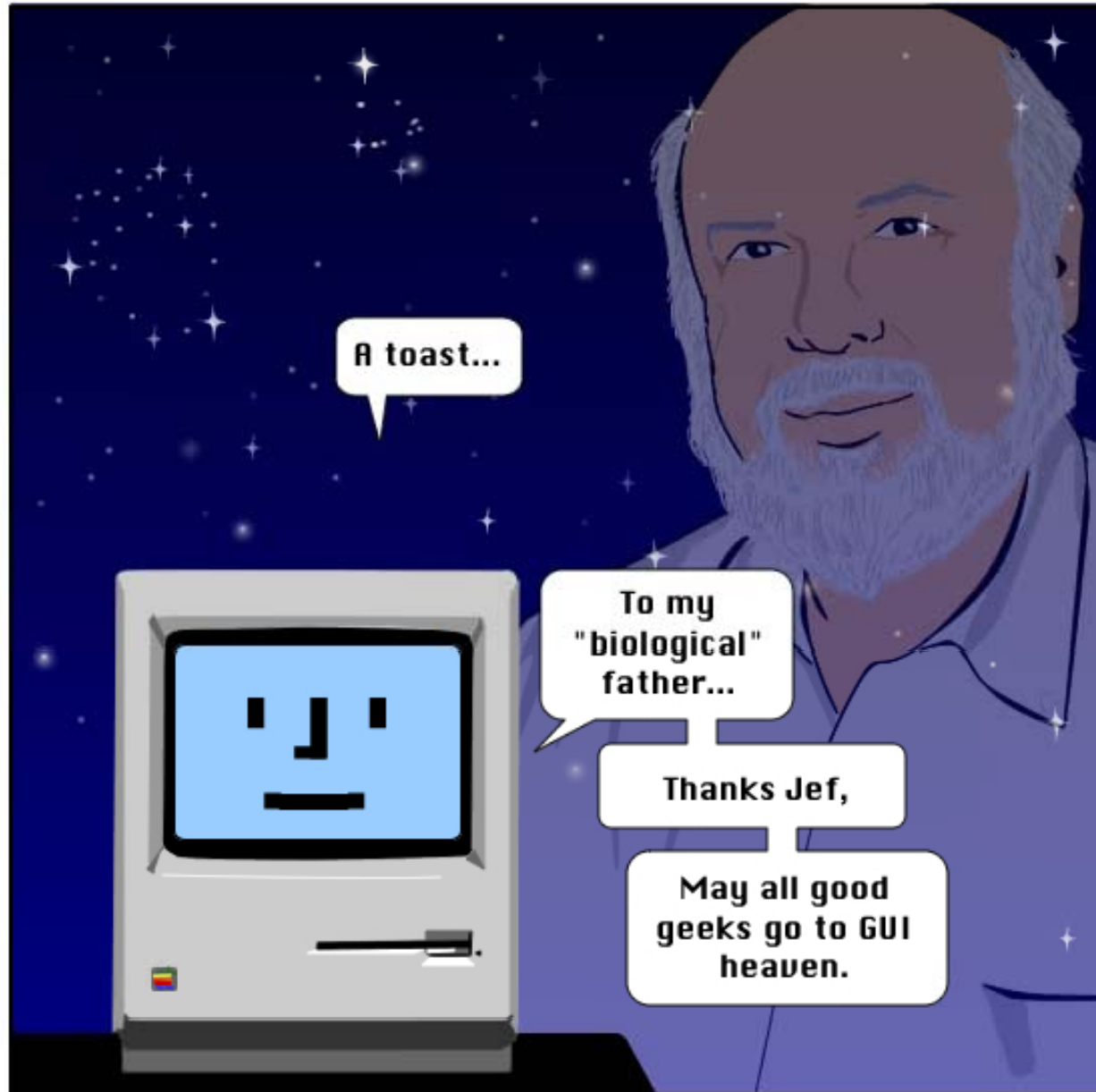


Xerox Alto I, US, 1973



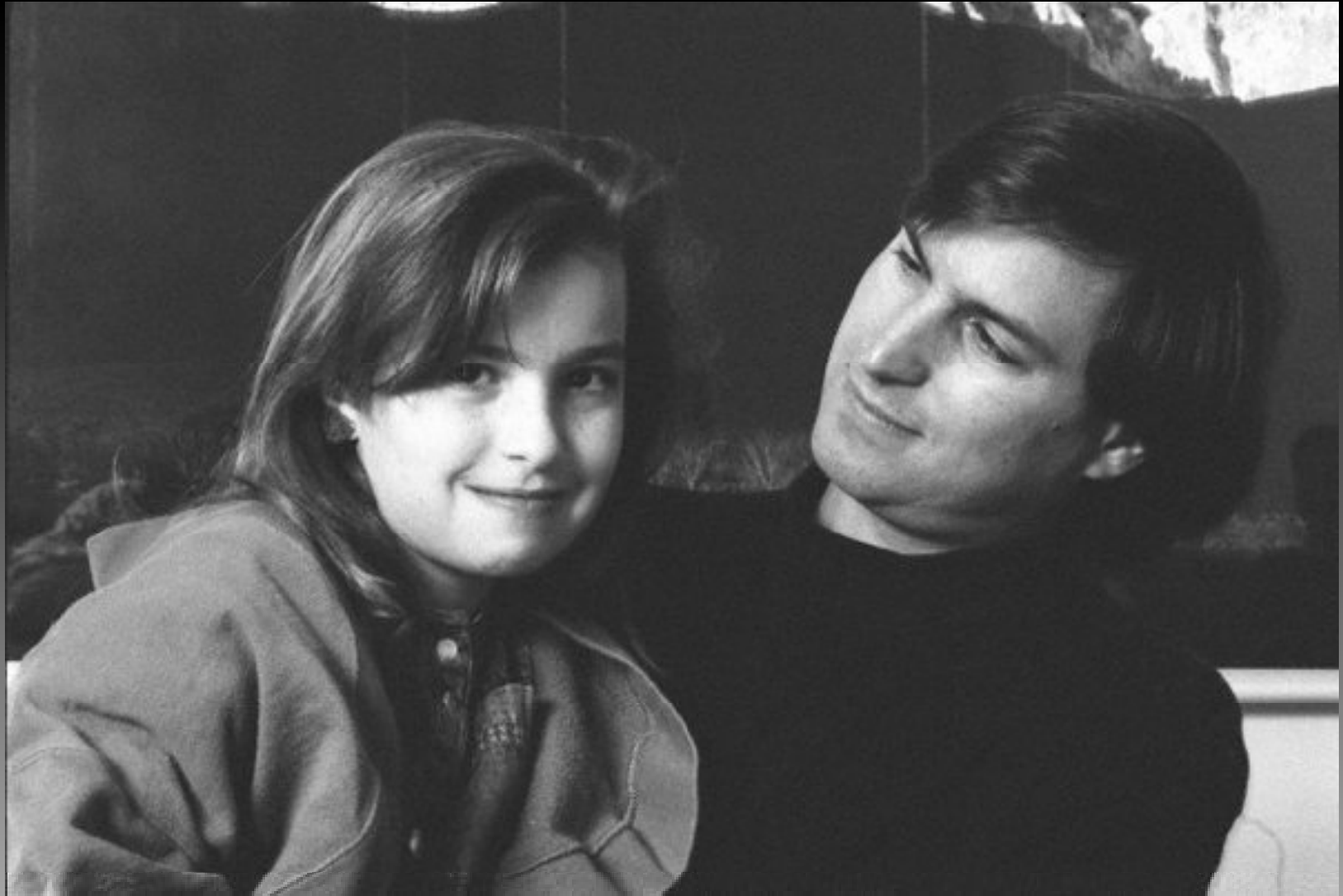






Jef Raskin, the Creator of the Macintosh. 1943-2005.









Meanwhile...







Complete (Original) NeXT

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Complete (Original) NeXT Cube System - Working



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item condition: --

Time left: 4d 00h (Jan 15, 2012 18:34:23 PST)

Bid history: 6 bids

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Your max bid: US \$

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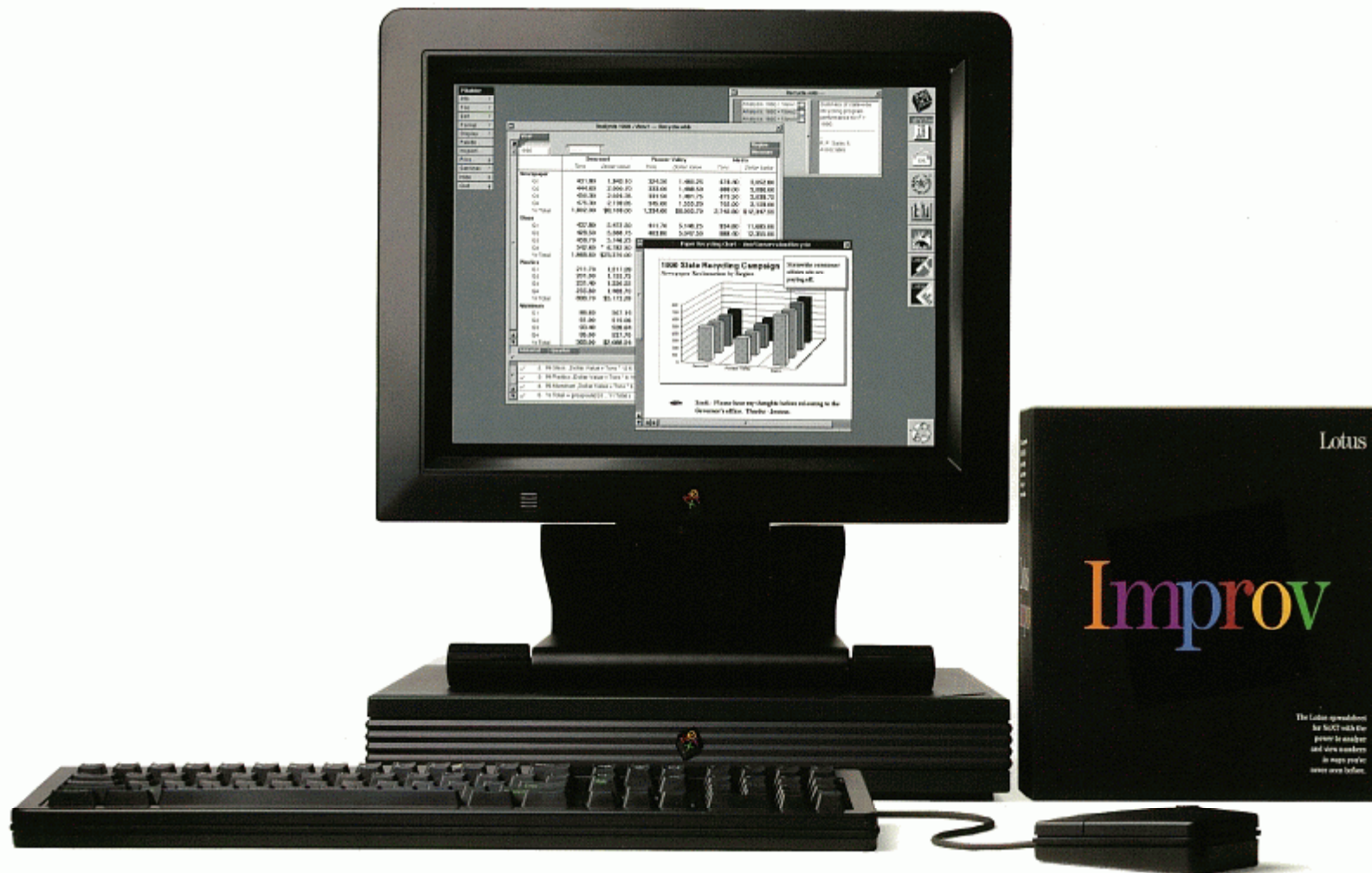
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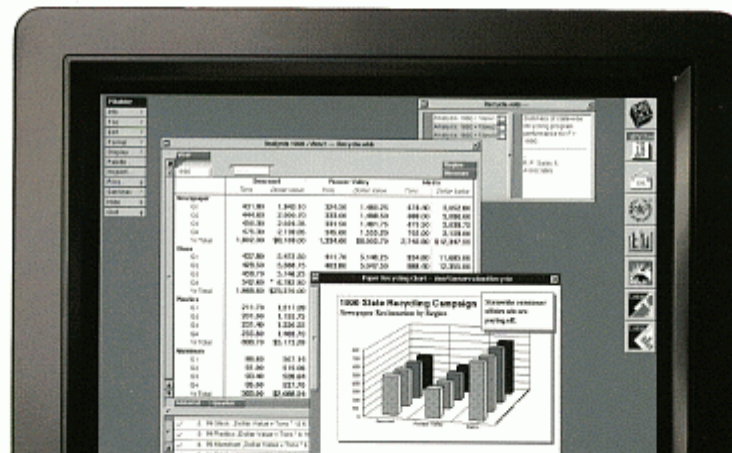
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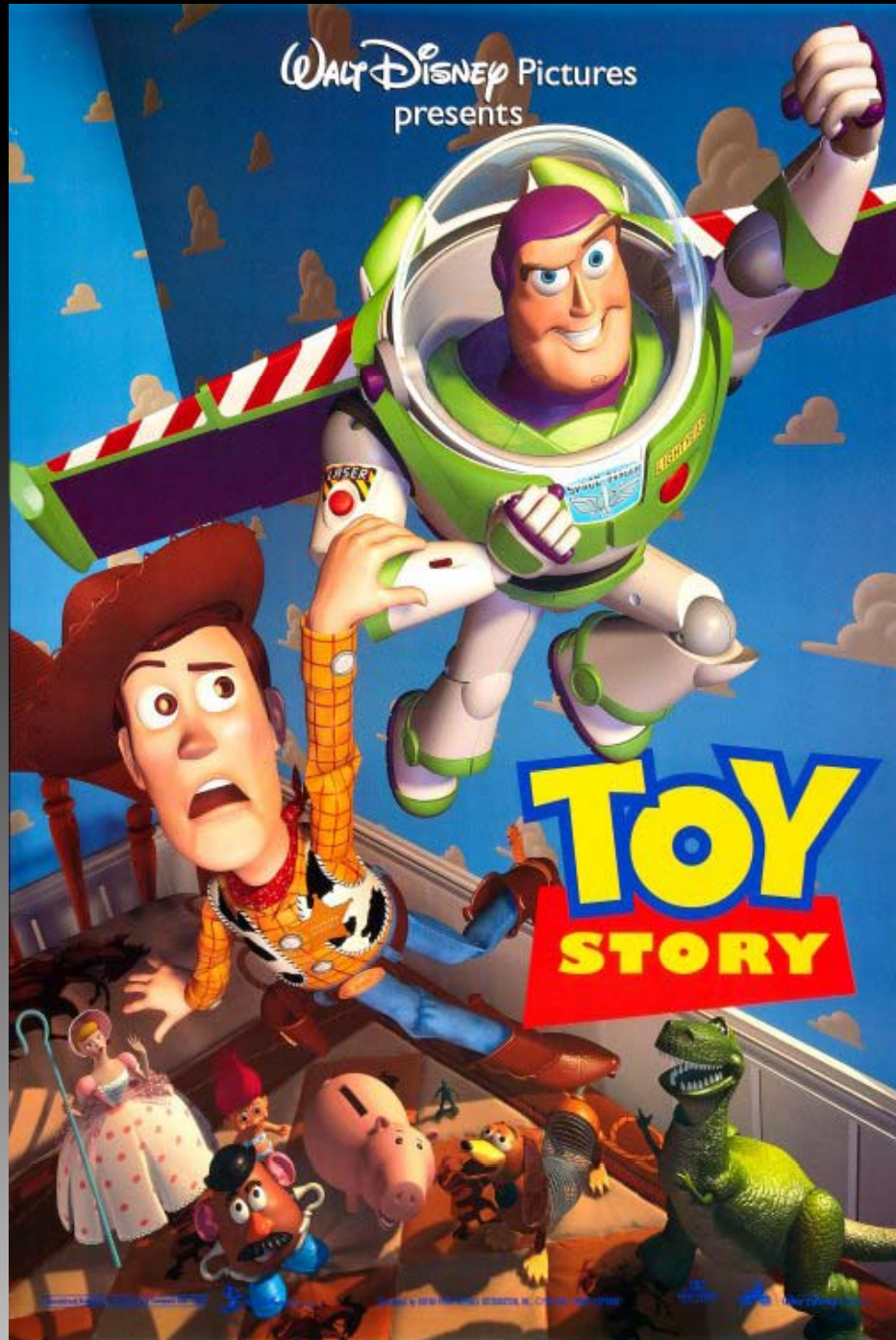
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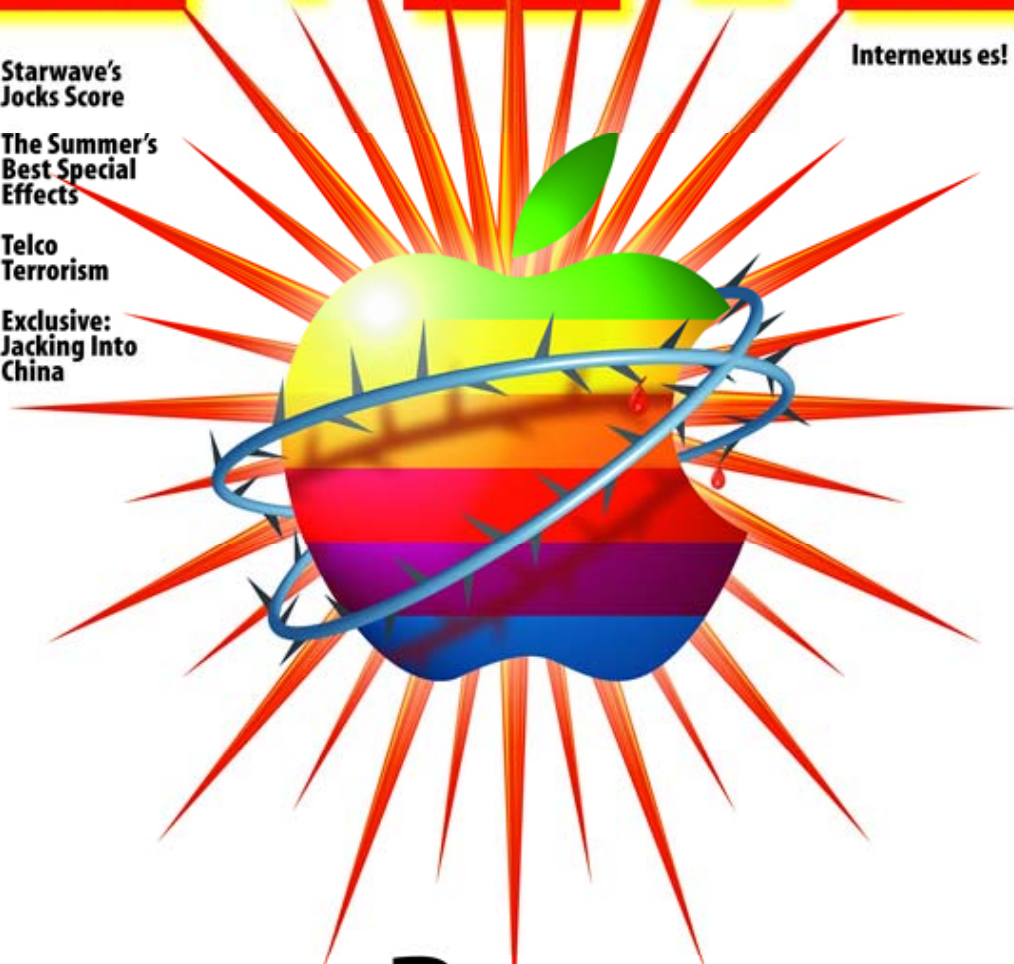
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Virtual PC "NEXTSTEP"

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File Viewer

1.61 GB available on hard disk

NextDeveloper Demos

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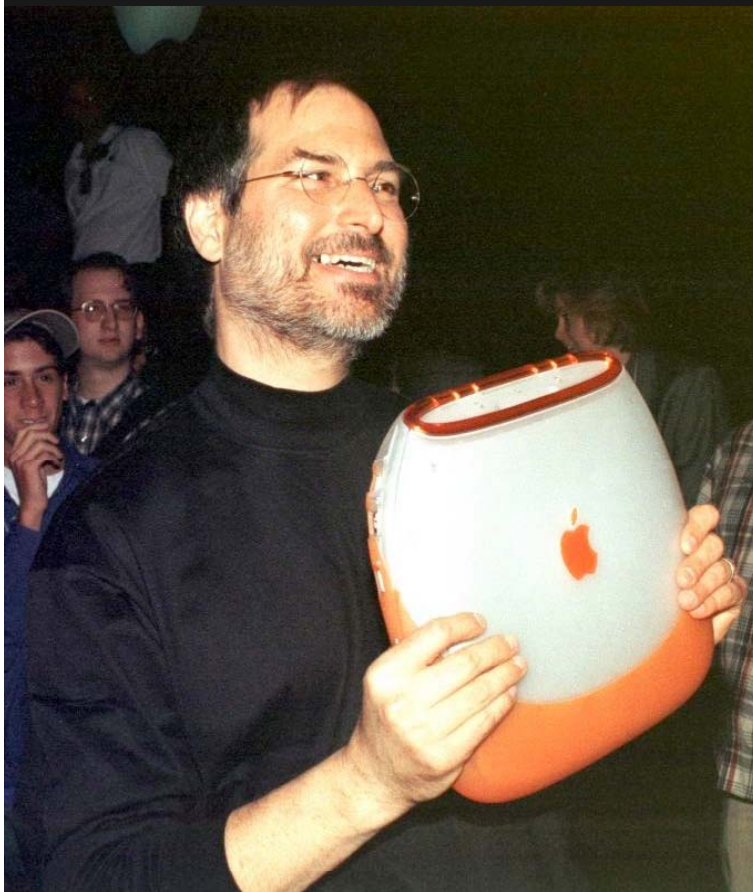
www.time.com AOL Keyword: TIME

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# TIME

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Steve Jobs thinks he has seen the future—again. Apple's new **iMac** is an all-in-one hub for music, pictures and movies. It's elegant and affordable. But will millions of PC users get it?





9/11: THE IRAN CONNECTION • IRAQ: A NEW STRONGMAN

# Newsweek

July 26, 2004 • \$3.95

**Steve Jobs and  
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# iPod, Therefore i Am



newsweek.msnbc.com

Steve Jobs with the new iPod

OCTOBER 24, 2005

www.time.com AOL Keyword: TIME

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# TIME



**THE  
MAN  
WHO  
ALWAYS  
SEEMS  
TO  
KNOW...**

Apple CEO  
Steve Jobs  
with the new  
video iPod  
and iMac



**PLUS**

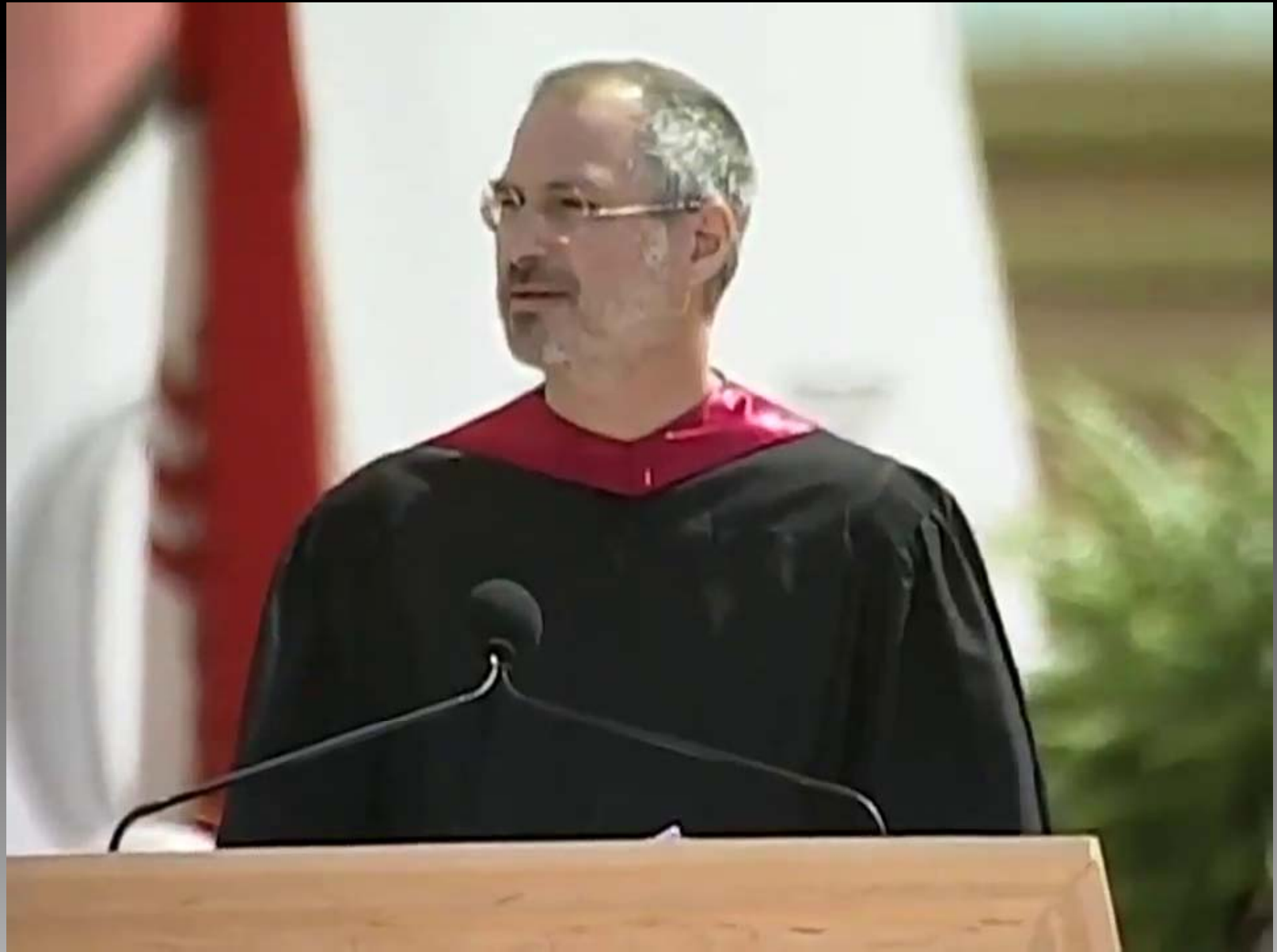
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### BOARD OF DIRECTORS

#### Steve Jobs

Director since 2006

Steve Jobs, 56, is the Chairman of the Board of Apple Inc., a designer, manufacturer and marketer of a range of personal computers, mobile communication and media devices and portable digital music and video players. He is the co-founder of Apple, and was its chief executive officer from February 1997 until August 2011. Prior to the Company's acquisition of Pixar, Mr. Jobs also served as Chairman of the Board of Pixar from March 1991 and as Chief Executive Officer of Pixar from February 1986. Mr. Jobs has been a Director of the Company since the Company's acquisition of Pixar in May 2006.



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### The Walt Disney Company - Steve Jobs Biography

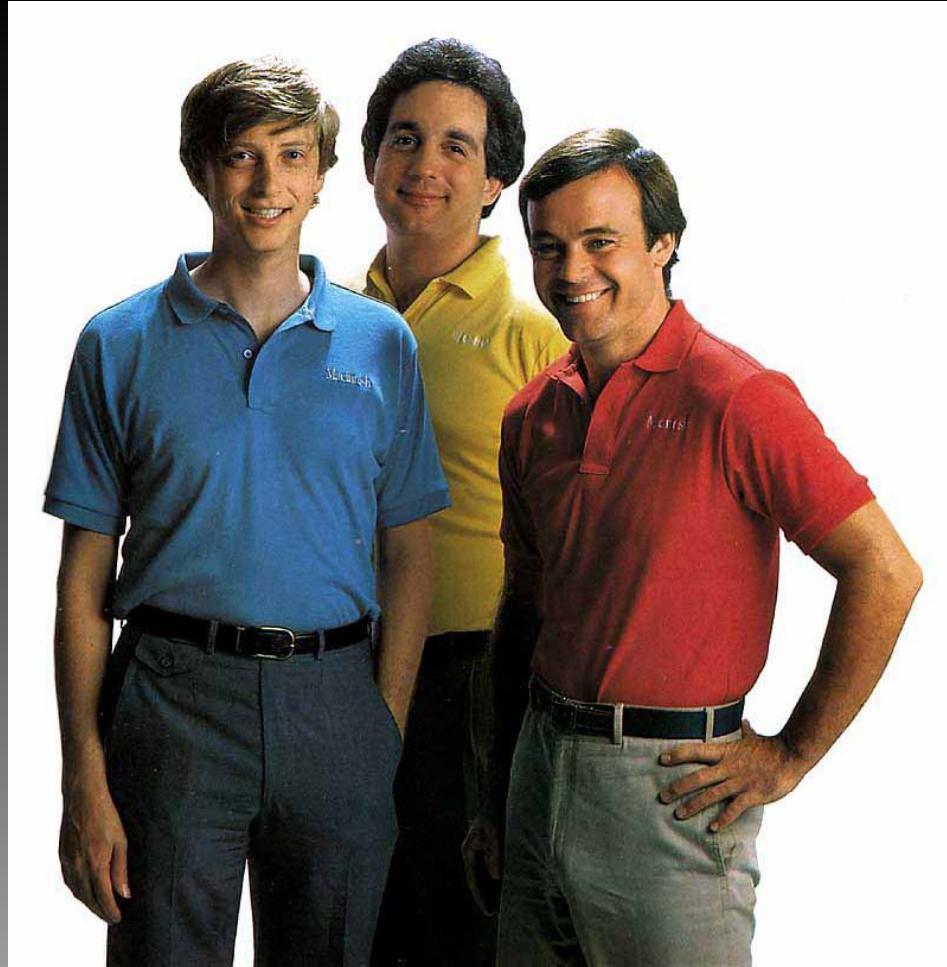
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iPod

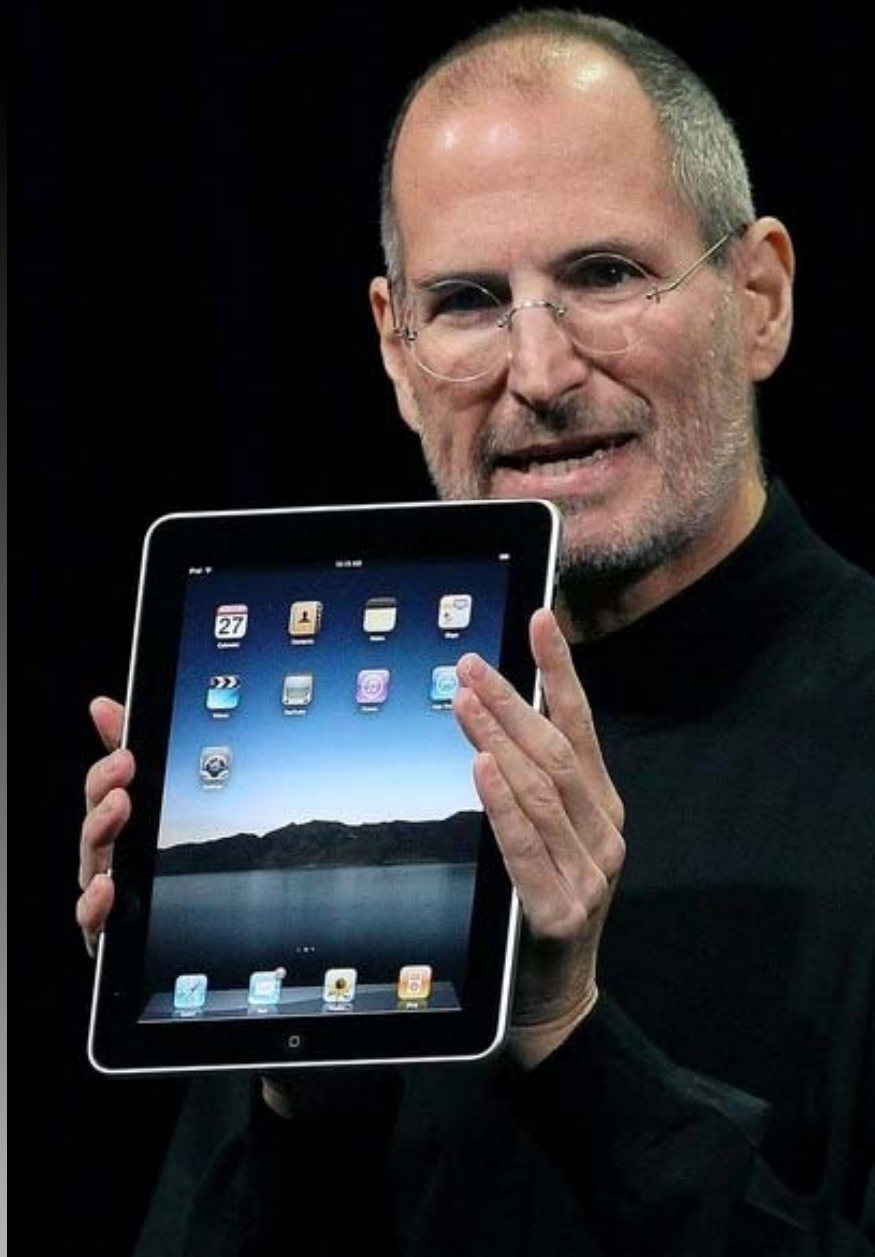


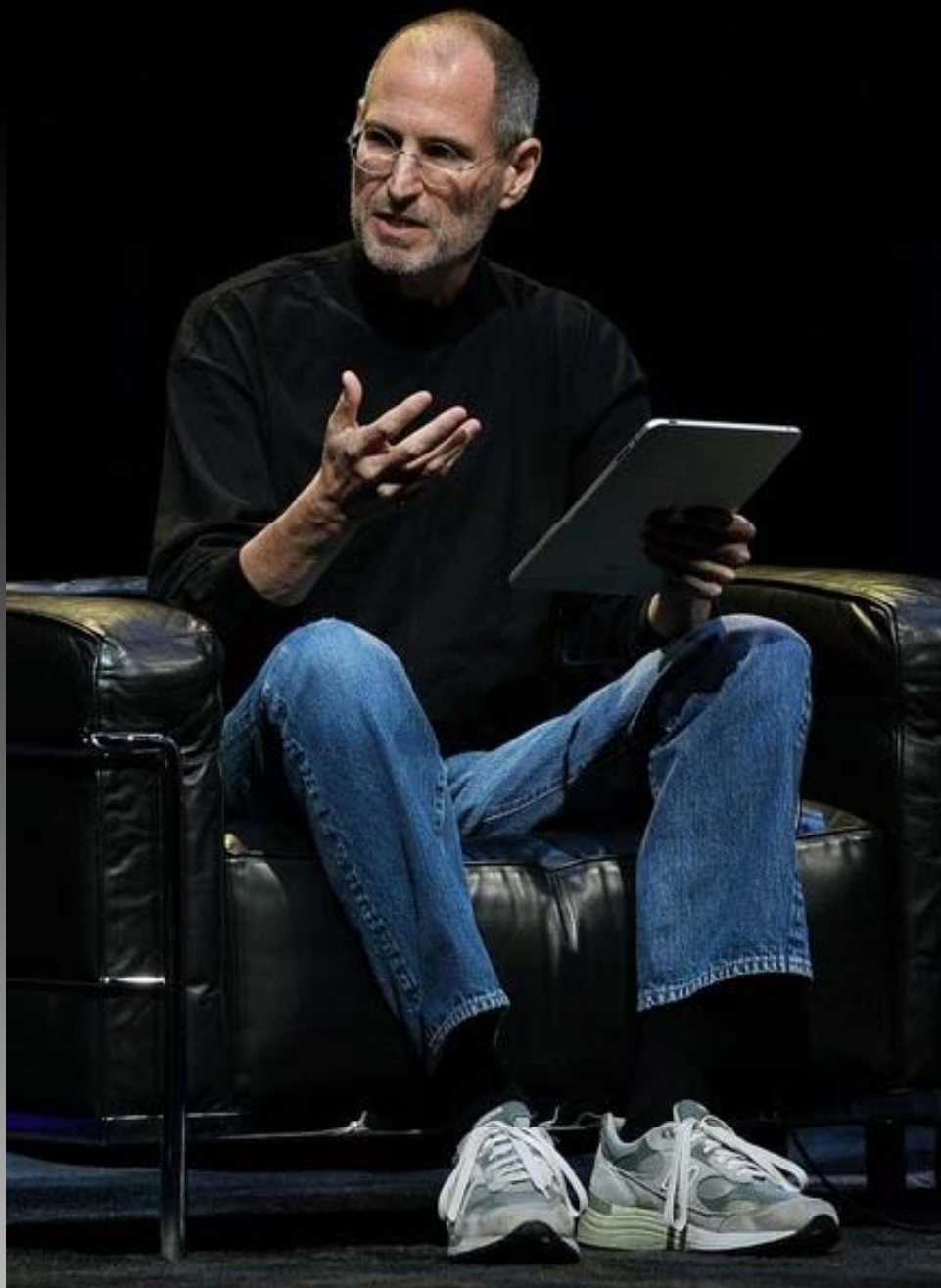
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Internet









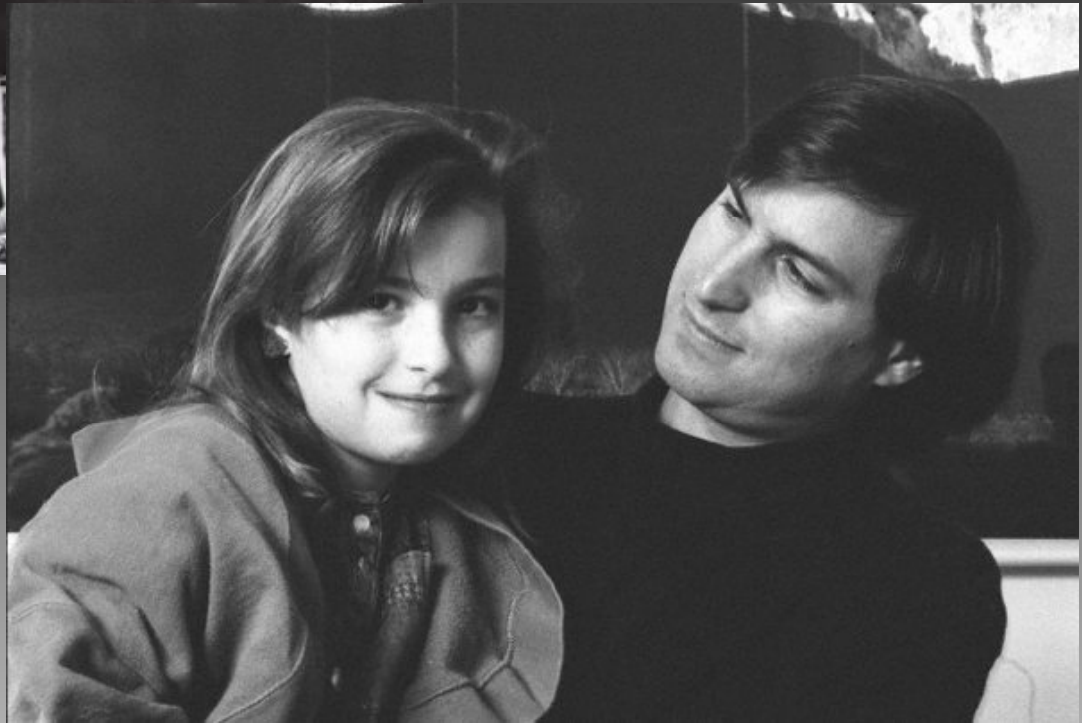
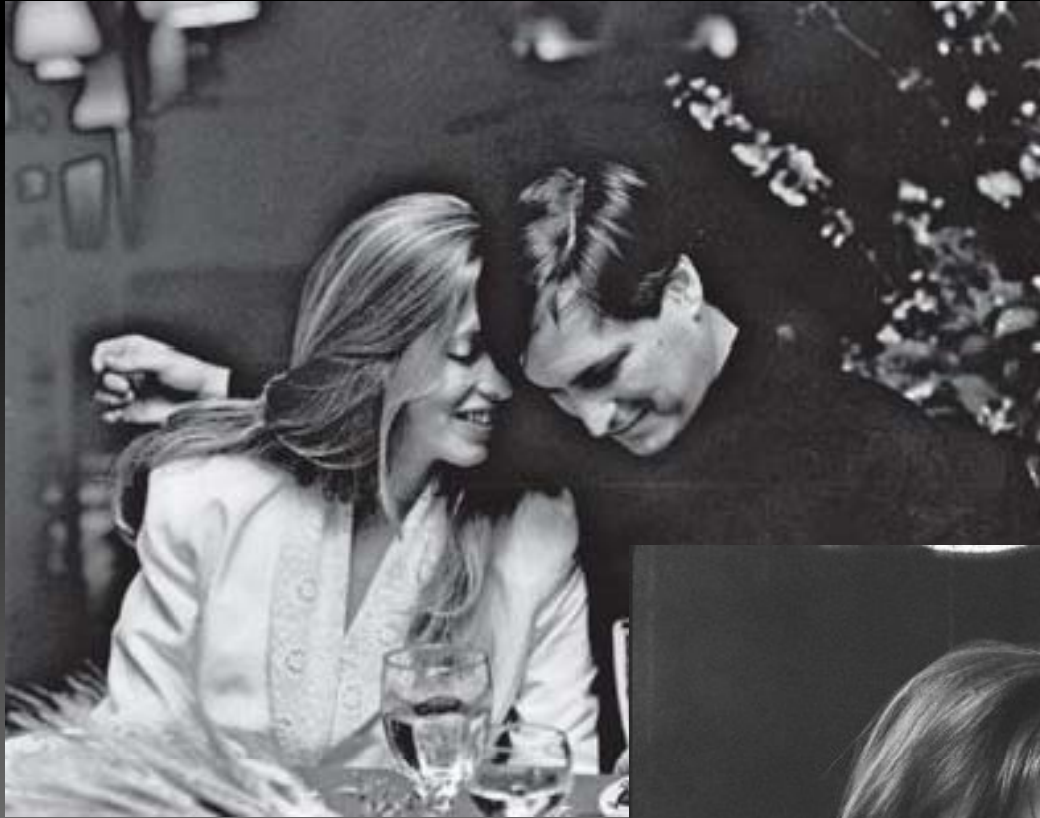




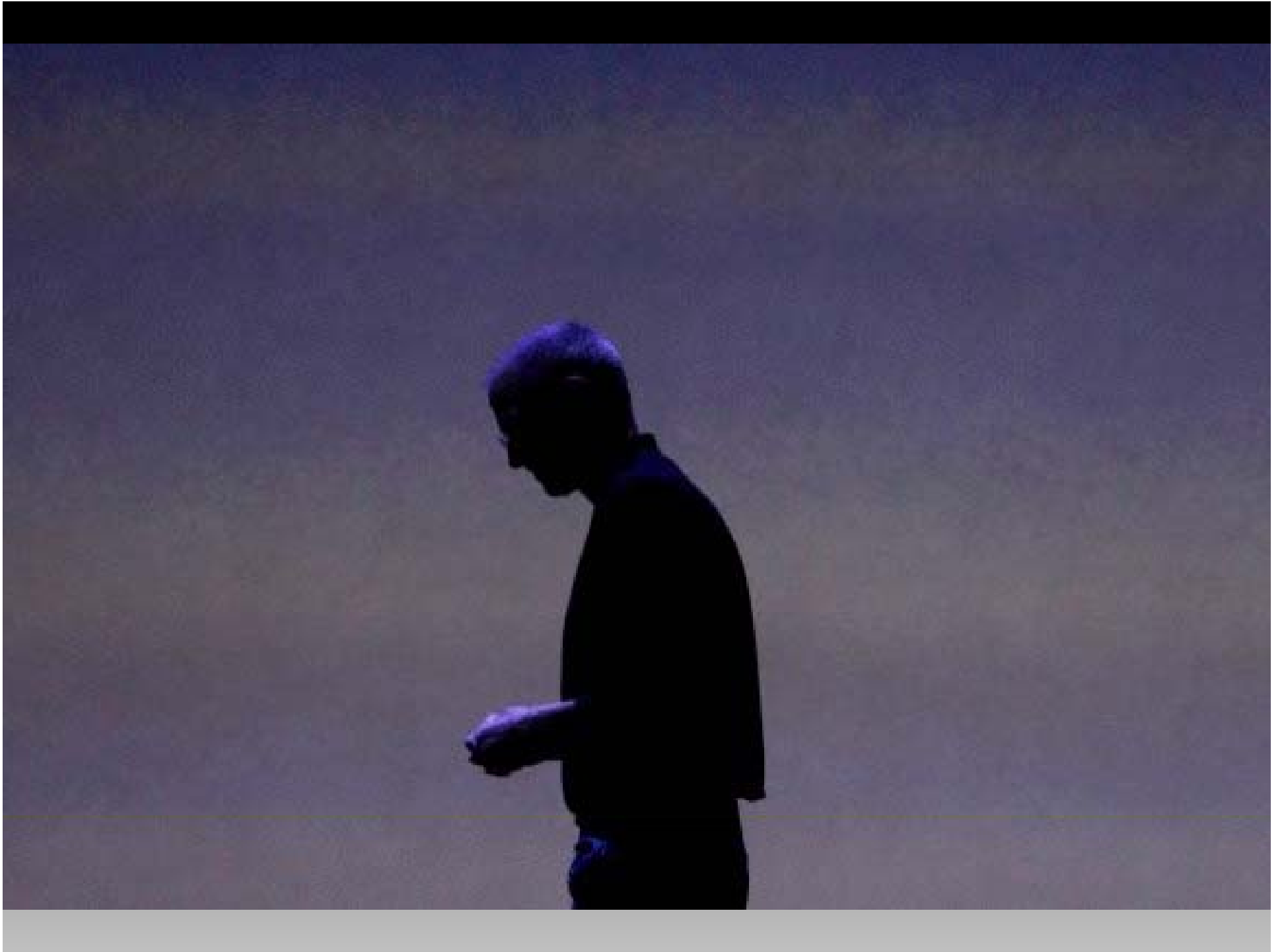




# Problems







# Hero/s\*\*\*head Rollercoaster



*The nasty edge to his personality was not necessary. It hindered him more than it helped him. But it did, at times, serve a purpose. Polite and velvety leaders, who take care to avoid bruising others, are generally not as effective at forcing change.*

Isaacson, Walter (2011-10-24). Steve Jobs (p. 565). Simon & Schuster. Kindle Edition.



In the authorized biography:

s-word = 57

f-word = 31

Crap = 18

*He was not a model boss or human being, tidily packaged for emulation. Driven by demons, he could drive those around him to fury and despair. But his personality and passions and products were all interrelated, just as Apple's hardware and software tended to be, as if part of an integrated system. His tale is thus both instructive and cautionary, filled with lessons about innovation, character, leadership, and values.*

Isaacson, Walter (2011-10-24). Steve Jobs .  
Simon & Schuster. Kindle Edition.

# MACWORLD

Premier Issue \$4.00  
Volume 1, #1

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## Macintosh

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The Making of the New  
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What can we learn?



learn steve jobs



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[mashable.com/2011/11/17/steve-jobs-lessons/](http://mashable.com/2011/11/17/steve-jobs-lessons/)



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Nov 17, 2011 – Check out some tips on how to lead from the enigmatic personality and leadership style of the late Apple CEO.

### [Brian Rosenberg: What Higher Education Can Learn From Steve Jobs](#)

[www.huffingtonpost.com/brian.../steve-jobs-college\\_b\\_1082790.htm...](http://www.huffingtonpost.com/brian.../steve-jobs-college_b_1082790.htm...)

Nov 9, 2011 – **Steve Jobs**, in one of his less profane moments, might have called an educational system devoid of the liberal arts, like a computer or a phone ...

### [6 Lessons We Could Learn from Steve Jobs - CBS News](#)

[www.cbsnews.com/8301.../6-lessons-we-could-learn-from-steve-jobs...](http://www.cbsnews.com/8301.../6-lessons-we-could-learn-from-steve-jobs...)

Oct 6, 2011 – Tracking the achievements of **Steve Jobs** isn't a difficult thing to do. They're big, public and - especially in technology - remarkably long lasting.

### [10 Points Business Leaders Can Learn From Steve Jobs | Fast ...](#)

[www.fastcompany.com/1786477/steve-jobs-learn-lessons-apple](http://www.fastcompany.com/1786477/steve-jobs-learn-lessons-apple)

10 Points Business Leaders Can **Learn From Steve Jobs**. BY Martin Lindstrom Tue Oct 11, 2011. **Steve Jobs** was one of the best business strategists of our time. ...

### [What You Can Learn From Steve Jobs - YouTube](#)



[www.youtube.com/watch?v=rtT9N9L\\_4-w](http://www.youtube.com/watch?v=rtT9N9L_4-w)

Oct 5, 2011 - 6 min - Uploaded by forbes

"What you can **learn** from **steve jobs**?" - I learnt alot from steve. Namely, that people are stupid, easily ...

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### [The Top Ten Lessons Steve Jobs Taught Us - Forbes](#)

[www.forbes.com/sites/.../the-top-ten-lessons-steve-jobs-taught-us/](http://www.forbes.com/sites/.../the-top-ten-lessons-steve-jobs-taught-us/)

Oct 5, 2011 – Video: What You Can **Learn From Steve Jobs** · 10 images Photos: In Palo Alto, Mourning Local Hero **Steve Jobs** · LONDON - JUNE 15: (FILE ...

### [What I learned from Steve Jobs | Apple - CNET News](#)

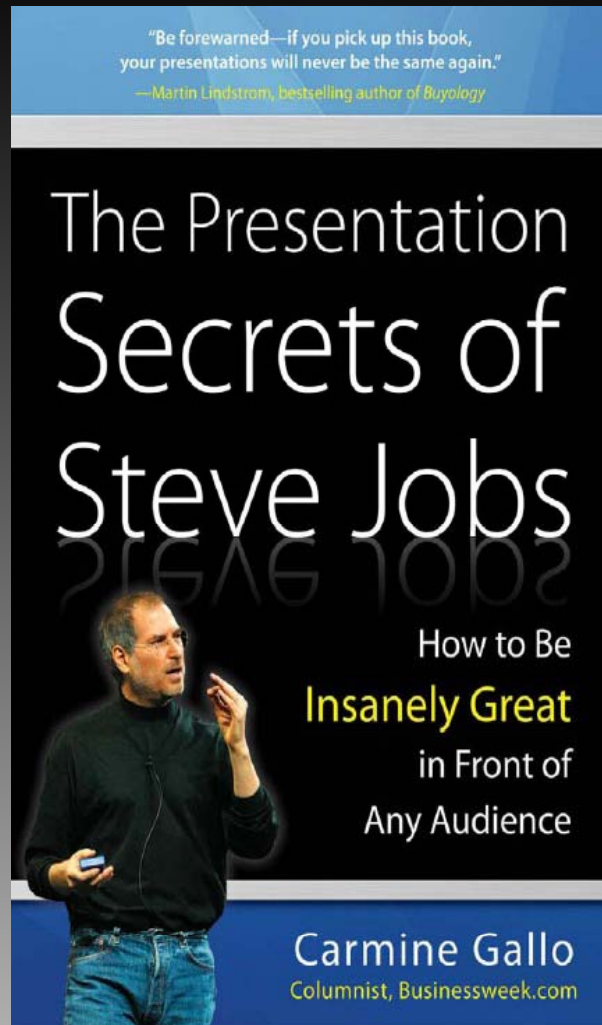
[news.cnet.com/8301-13579\\_3.../what-i-learned-from-steve-jobs/](http://news.cnet.com/8301-13579_3.../what-i-learned-from-steve-jobs/)

Oct 8, 2011 – quest column Many people have explained what one can **learn** from

# The Liberal Arts are Important



# Public Speaking







3,000,000

Launched 3 weeks ago



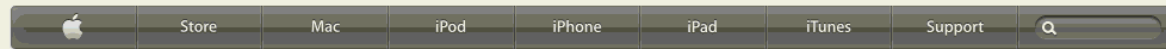
# Innovation

*It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.*

# Enthusiasm



# Effective Branding



## iPhone 4 S

Dual-core A5 chip.  
All-new 8MP camera and optics.  
iOS 5 and iCloud.  
And introducing Siri.

It's the most amazing iPhone yet.



Watch the  
[iPhone 4S video](#) ▶



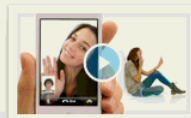
Watch the  
[iPhone 4S TV ad](#) ▶

### iPad 2

Now with iOS 5 and iCloud, it just got even harder to put down.



### Watch the iPod touch TV ad.



### MacBook Air

Everyone should have a notebook this advanced.



### iCloud is here.

iCloud stores your content and wirelessly pushes it to your devices.



# Effective Branding



# Design

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### ULM Library Announcements and News

- **Special Collections Newsletter**- Spring 2012
- **New look for new Database**- Credo Literati
- **NetLibrary gone**- is now EBSCO's eBook Collection

Also see our  **Blog**,  **Facebook** &  **YouTube**

Database Quick Links...

**Interession/Wintersession**  
**Sun:** CLOSED  
**Mon-Thurs:** 7:30am – 5:30pm  
**Fri:** 7:30am – 4:30pm  
**Sat:** CLOSED



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# Design

*Most people make the mistake of thinking design is what it looks like... People think it's this veneer ... It's not just what it looks like and feels like. Design is how it works.*

# Details





# Excellence

*Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.*

# Customers

**We love our users**

They reward us by staying our users



# Simplify



user  
u\_wassmann

# Responsibility



WORK HARD

**WORK HARD**  
(but not too hard)



*Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.*





One more thing...

**Steve Jobs by Walter Isaacson**

*Steve Jobs by Walter Isaacson*

