

Student's Name

Professor's Name

Course

Date



STEVE JOBS: BOOKS REPORT

1. Bibliographic Details

Title: Steve Jobs

Author: Walter Isaacson (Written at the request of Steve Jobs)

Publication Date: 10, September 2013

Place of Publication: New York

Publisher: Simon and Schuster

Non-fiction genre

2. Content Summary and the Writer's Purpose

The book is generally about the life of Steve Jobs from childhood. It is a comprehensive summary of the life of Steve Jobs collected through more than forty interviews with Steve Jobs and other important interviews with members of his family, friends, competitors, and colleagues. The book effectively brings out the story of Steve Jobs including his contribution to different industries including personal computers, music, mobile phones, digital publishing, animated movies, and tablet computing. All these are linked to the transformation that he made to

the American economy through his inventive activities.

I think the author's main purpose of writing this book was to show readers the journey that Steve Jobs had to go through before being a successful person in life. Walter Isaacson aimed at motivating readers to pursue their dreams irrespective of their background.

3. Target Audience

The target reader for the book is any person seeking confidence and determination in his/her plans for success. Its inspirational nature makes it easier for individuals to understand its target audience. This is done using the successful journey of Steve Jobs that led to the changes in technology and the growth of new products.

4. Vocabulary

The different vocabularies used in the book are as listed below

- ***Petulant*** - This word means a person getting easily irritated especially if things do not go the way they want
- ***Oust*** - This refers to removing somebody from a particular post or office that he/she holds.
- ***Demur*** - This means to take exception to something based on the situation.
- ***Extol*** - The word mean praising or honoring somebody.
- ***Exhortation*** - It implies trying to persuade somebody toward a particular course of action.

- *Muse* - It means reflecting keenly or deeply about a particular subject.
- *Muster* - Means collecting or bringing things together.
- *Disposition* - Refers to the normal mood of an individual.
- *Disconcerting* - Means causing an emotional disturbance to an individual.
- *Dogma* - It refers to a set of beliefs that are accepted by individuals as authoritative.
- *Scavenger* - Refers to someone who goes back for the remains that have been left by other people.
- *Juxtaposition* - Means positioning items or individuals side by side to compare their characteristics.

5.3 Great Quotes

In writing the book, Isaacson included different quotes to make it more interesting. One of the quotes I found so interesting is, "I always thought of myself as a humanities person as a kid, but I liked electronics. Then I read something that one of my heroes, Edwin Land of Polaroid, said about the importance of people who could stand at the intersection of humanities and sciences, and I decided that's what I wanted to do." I chose this quote because it reflects how peoples' ambitions change with time based on what they like. It is significant to the book because it illustrates the start of Steve Job's journey into the electronic industry.

The second quote that I found inspirational is, "This whole vision of a personal computer just popped into my head., I started to sketch out on paper what would later become known as the Apple I." I chose the quote because of its strong message that is quite inspiration. It is significant to the whole book because it

indicates the launch of the idea of what people are enjoying today.

The third quote that was interesting is, "When you open a box of an iPhone or iPad, we want that tactile experience to set the tone for how you perceive the product." I chose this quote because of its reflection of commitment. It is significant to the whole book because it shows Steve Job's focus on the satisfaction of customers.

6. People

The most important person in the book is Steve Jobs. He is the person of interest because of the massive contributions he made to the emergence of personal computers, phones, and other important electronic devices.

The most important person described in this book is Steve Jobs. He is described as an American innovator, entrepreneur, and marketer. His roles at Apple are celebrated because of the contributions he made to the transformation of personal computers, smartphones, music, and the movie industry. He is of particular interest to me because he did not give up in his career even when everything was not going the way he wanted. For example, being sent away from the company he had helped form did not discourage him from his career as an innovative person.

7. Message

The most important message that the book seems to communicate to people is that they can become anything they want to be. I learnt that there is no room for giving up in life because everything is possible with persistence and belief in oneself.

8. Evaluation

The book was so interesting. It was so interesting because it captured the different opinions of individuals about Steve Jobs. It was easier to see how different people such as competitors and adversaries think about him and his career as an inventor.