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Brent Schlender and Rick Tetzeli's "Becoming Steve Jobs" His work is a manifestation of what he believes in a design philosophy he devoted to sharing with the world. While conventional norm tells us that Jobs, as much as he was genius, was also an asshole, this perspective results in a lack of comprehension.

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978-0-385-34740-2. Becoming Steve Jobs: The Evolution of a Reckless Upstart into a Visionary Leader by journalists Brent Schlender and Rick Tetzeli, is an unauthorized biography of Steve Jobs. Rick Tetzeli is Executive Editor of Fast Company and Brent Schlender is a writer, editor, and author, best known for his award-winning magazine profiles of prominent entrepreneurs and business leaders of the Digital Revolution.

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Becoming Steve Jobs by Brent Schlender and Rick Tetzeli ...

Business leaders seeking a better understanding of a historical entrepreneur. Brent Schlender covered Steve Jobs for the Wall Street Journal and Fortune for over two decades. One of the main chroniclers of the personal-computer revolution, he interviewed Jobs on many occasions. Rick Tetzeli has written about technology for more than twenty years. He's currently executive director of Fast Company, the editor of Entertainment Weekly and the former deputy editor of Fortune.

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There have been many books - on a large and small scale - about Steve Jobs, one of the most famous CEOs in history. But this book is different from all the others. Becoming 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.

Becoming Steve Jobs by Brent Schlender, Rick Tetzeli ...

Becoming Steve Jobs gets the focus precisely right: t as a success story, but as a growth story. Riveting, insightful, uplifting-read it and learn!' Jim Collins, author of Good to Great 'BECOMING STEVE JOBS is fantastic.

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