

Biography Today

*Profiles
of People
of Interest
to Young
Readers*

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Steve Jobs 1955-2011

American Technology Pioneer and Business Leader
Co-Founder of Apple Inc. and Pixar

BIRTH

Steven Paul Jobs was born on February 24, 1955, in San Francisco, California. He was adopted by Paul Jobs, a machinist, and his wife Clara Jobs, who worked as an accountant. They raised him with a younger sister, Patty, adopted in 1957.

As an adult, Jobs traced the story of his birth parents. Joanne Schieble was a graduate student studying speech therapy at the University of Wisconsin. She fell in love with Abdulfattah

“John” Jandali, a teaching assistant in political science who was a Muslim from Syria. Schieble’s father did not approve of the match, so when Schieble became pregnant she went to California to give the child up for adoption. Soon after, her father died and she and Jandali married. The marriage only lasted six years, and they had a daughter, Mona Simpson. Jobs met his birth mother and sister when he was in his 20s, but never contacted Jandali. His sister Mona remained one of his closest friends for the rest of his life.

YOUTH

Jobs was five when his family moved to the southern end of the San Francisco Bay area, home to so many technology companies that it would soon earn the name of “Silicon Valley.” While it was clear young Steve was bright—his mother taught him to read before he started kindergarten—he did not always enjoy school. “When I got there I really just wanted to do two things,” he noted. “I wanted to read books because I loved reading books and I wanted to go outside and chase butterflies.” Jobs became a mischief maker, until his fourth grade teacher bribed him to complete his math workbook and get it right. “Before very long I had such a respect for her that it sort of re-ignited my desire to learn,” he recalled. He skipped fifth grade but had trouble fitting in with his classmates. He was bullied so much in middle school he came home and announced he was never going back. Instead, the family moved to a new home in nearby Los Altos, which had better schools.

Jobs was only 10 or 11 when he was introduced to computers. His father took him to see the NASA Ames Research Center in nearby Sunnyvale, California, which had a computer. “I didn’t see the computer, I saw a terminal and it was theoretically a computer on the other end of the wire,” he recalled. “I fell in love with it.”

Jobs’s father supported his son in learning outside the classroom in other ways as well. Paul Jobs rebuilt and sold old cars as a side business and gave his son a special area in his garage workshop to work on his own projects. He introduced his son to the basics of electronics, and young Steve was soon fascinated. He was also encouraged by a neighbor, an engineer for electronics company Hewlett-Packard (HP). The neighbor introduced him to Heathkit-brand do-it-yourself electronics projects. Soon Jobs began assembling his own Heathkits. “It made you realize you could build and understand anything,” he said. “Once you built a couple of radios, you’d see a TV in the catalogue and say, ‘I can build that as well,’ even if you didn’t. I was very lucky, because when I was a kid both my dad and the Heathkits

IMPORTANT COMPUTER TERMS

Application Software: Software that is designed to help the user perform a specific task, such as word processing, designing graphics, or playing music, movies, or games. Often abbreviated to the term App.

Computer Processing Unit (CPU): The key component of all computers that carries out instructions of computer programs. Types of CPUs include circuit boards and microprocessors, also known as chips. A faster CPU makes for a more powerful computer.

Graphical User Interface (GUI): A method for a user to interact with computers by manipulating images (graphics) on the screen, usually with a mouse, rather than by typing text commands onto the screen with a keyboard.

Hardware: The physical “guts” of a computer, which may contain circuit boards, microchips, or similar CPU devices to process and store information.

Memory: Physical devices that can store instructions in a computer; these include magnetic tapes, magnetic disk drives, and optical disc drives, which use lasers. A larger memory makes for a more powerful computer.

Operating System (OS): A set of computer programs that manage a computer’s hardware and provide a way for application software to communicate with the hardware. Common operating systems, besides Apple’s iOS, include Microsoft Windows, UNIX, Linux, and Android (for mobile devices).

Software: A collection of computer programs that provide a computer with instructions of what tasks to perform and how to perform them. The term is often used to refer solely to application software.

System Software: Software, including operating systems, that manages computer hardware resources, telling them what to do and helping them communicate and run application software smoothly.

made me believe I could build anything.” Jobs was 13 when, in the middle of building a device to measure electronic signals, he discovered a part missing. He looked up the home phone of William Hewlett, co-founder of HP, and called him directly. After talking to Hewlett for 20 minutes, Jobs secured the part as well as a summer internship on the HP assembly line.

EDUCATION

Jobs attended Homestead High School in Cupertino, California, where he was a member of the electronics club. After graduating in 1972, he enrolled at Reed College, a liberal arts college in Portland, Oregon. After one semester of required classes, he realized he was draining his parents' savings and not learning anything that interested him. Although he withdrew his enrollment, he became a "drop-in" rather than a dropout. He spent the next 18 months auditing classes, attending them without earning any credits toward a degree. He took only classes that interested him, including philosophy and calligraphy (the art of writing).

FIRST JOBS

Jobs came back to Silicon Valley in 1974 and found a job working for Atari, the video game company that had created the first hit video game, "Pong." After a few months he had saved enough money to finance a trip to India. He traveled throughout the country for seven months, exploring Eastern philosophy and seeking spiritual enlightenment. He returned to California in fall 1974 and returned to Atari.

By 1975 Jobs became involved with the Homebrew Computer Club, where he reconnected with Steve Wozniak, an older acquaintance he knew from his high school electronics club. Jobs and Wozniak had first collaborated in 1971 on a "blue box," an illegal device that used sound to fool telephones into giving the user free long-distance calls. They read about the machine, built one, and used it for pranks until Jobs suggested selling them. They sold almost 100 before being robbed of one at gunpoint. Although they quickly got out of the blue-box business, a few years later their common love of electronics would blossom into a partnership that transformed the computer industry.

CAREER HIGHLIGHTS

The Apple Computer Revolution

In the mid-1970s, when Jobs and Wozniak reconnected, computers were huge machines that could take up entire rooms; only businesses and universities could afford to buy and maintain them. Wozniak, however, had designed a simple standalone computer for hobbyists, consisting of a single circuit board as a central processing unit (CPU) that could be used at home with the owner's own video screen and keyboard. At first, Wozniak only intended the computer as a demonstration for the Homebrew Computer Club; it was Jobs who suggested they could sell the machine to computer



Jobs (right) with Apple co-founder Steve Wozniak from the company's early days.

enthusiasts. They founded Apple in 1976, dubbed the computer the Apple I, and Jobs soon got their first order—for 50 computers at \$500 each—and financing to buy the parts. Wozniak, Jobs, and assorted friends and family members worked out of the Jobs family garage to complete the order. Jobs soon realized, however, that the do-it-yourself Apple I only appealed to hobbyists; their next product should be ready to run out of the box.

In 1977 the partners incorporated the company, rented offices, hired a president and a marketing firm, and chose the company's distinctive logo, an apple with a bite out of it. The Apple II launched that year and started the personal computer revolution: it included a built-in keyboard and speaker and even featured color graphics. While the insides were the prod-

uct of Wozniak’s electronics genius, the simple design and user-friendly case came from Jobs. When other computers still looked like scientific equipment, the Apple II was electronic equipment for the average consumer. The Apple II earned \$2 million in its first year of sales, and by 1981 yearly sales were \$600 million. When Apple Computer first began selling shares of the company to the public in December 1980, demand went through the roof. Four years after being founded for just over \$5,000, Apple was worth \$1.79 billion. At the age of 25, Jobs became a multi-millionaire. Rather than spend his new-found wealth, however, Jobs threw himself into working on two new products: the upgraded Apple III and the Lisa, a more powerful (and more expensive) personal computer.

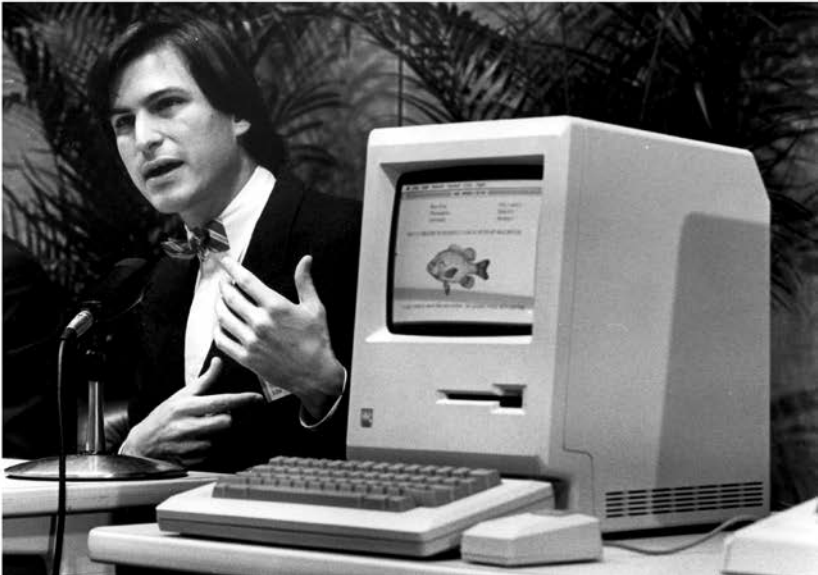
A New Type of Computer: The Mac

Even as Apple engineers worked on these new—but not revolutionary—products, Jobs had another vision for the company. In 1979 he had visited the research center of Xerox, the copier and computer company, where he saw an experimental computer that used a mouse and a graphical user interface (GUI, pronounced “gooey”) instead of typed commands. At this point, there were no computer icons (like the little pictures of a folder, a sheet of paper, and a trash can), no point and click, no drag and drop. Instead, computer users had to type in complicated sequences of commands and hold down multiple keys at a time, including the control, alt, tab, and function keys. It required far more expertise on the part of the user. For Jobs, seeing the new computer was a revelation. “It was one of those sort of apocalyptic moments,” he recalled. “I remember within 10 minutes of seeing the graphical user interface stuff, just knowing that every computer would work this way someday. It was so obvious once you saw it. It didn’t require tremendous intellect. It was so clear.” Jobs went back to the Apple offices and immediately set his engineers to working on an operating system that would feature GUI and mouse.

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For Jobs, seeing an early computer with a graphical user interface and mouse was a revelation. “It was one of those sort of apocalyptic moments,” he recalled. “I remember within 10 minutes of seeing the graphical user interface stuff, just knowing that every computer would work this way someday. It was so obvious once you saw it. It didn’t require tremendous intellect. It was so clear.”

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Two of the many Apple devices that revolutionized the industry: the Apple II (top), credited with launching the personal computer revolution; and the Macintosh (bottom), with a graphical user interface, mouse, and other features now common to all computers.

An impatient perfectionist, Jobs had a unique management style that developed from his passion for his work. He occasionally gave employees enthusiastic praise, but more often he offered only scornful criticisms or even insults. This was how Jobs tested his employees' enthusiasm for their ideas. One co-worker called his approach the "reality distortion field," because Jobs would refuse to accept scheduling or design limitations. By insisting that something could be done—often faster or better than before—Jobs goaded his employees into rising to the challenge. Some burned out and left the company, but others were inspired.

Under Jobs's direction, Apple engineers created the Macintosh, a simple, easy-to-use computer with a graphical user interface that changed the personal computing market. While Xerox first came up with the idea, Apple was the first to develop it for the personal computer, making the first commercially successful computer with a mouse and the features that are common on modern computers. As Jobs recalled, "The contributions we tried to make embodied values not only of technical excellence and innovation—which I think we did our share of—but innovation of a more humanistic kind."

The Macintosh was unveiled in 1984 with a groundbreaking Super Bowl commercial that portrayed Apple as breaking the conformist "Big Brother" mentality of their main competitor, computer giant IBM. The Mac's small memory meant sales were slow at first, but its graphical user interface, mouse control, and simplicity of use made it appeal to thousands of people who had never considered owning a personal computer before. The Mac changed people's perception of computers, convincing many that there was a market for personal computers for individuals, not just for businesses. The launch of the Mac was the second time that Jobs had changed the computer industry, according to *Fortune* writer Brent Schlender. "[Jobs] twice altered the direction of the computer industry. In 1977 the Apple II kicked off the PC era, and the graphical user interface launched by Macintosh in 1984 has been aped by every other computer since."

Apple's board of directors, however, was impatient. Sales of the error-prone Apple III and the expensive Lisa were dragging, and the Macintosh did not immediately take off. The board took away Jobs's power to make decisions for Apple products. In 1985, a frustrated Jobs was forced to resign from the company he had built.

New Directions: Pixar and the iMac

When Jobs left Apple, he saw a gap in the university market. Many science labs, for instance, needed individual computers more powerful than what

the personal computer industry offered. He founded NeXT in 1985 to fill that gap by building a computer—both hardware and operating system—to meet that need. He sold all but one share of his Apple stock and got additional funding from financier (and future independent presidential candidate) Ross Perot. He built a state-of-the-art factory to produce the NeXT computer, a sleek black cube that debuted in 1988 with faster processing speeds, state-of-the-art graphics, and a new optical disc drive to provide computer memory. “I’ve always been attracted to the more revolutionary changes,” Jobs noted. “I don’t know why. Because they’re harder. They’re much more stressful emotionally. And you usually go through a period where everybody tells you that you’ve completely failed.”

Jobs had always been interested in the intersection between computers and creative arts, once noting that “I actually think there’s actually very little distinction between an artist and a scientist or engineer of the highest caliber.” In 1986 he bought the graphics supercomputing division of Lucasfilm, the company founded by *Star Wars* director George Lucas, for \$5 million. He immediately invested another \$5 million in the company, which was incorporated as Pixar and initially developed high-end hardware, computers with powerful imaging capabilities that sold to medical facilities and intelligence agencies. Pixar’s animation department, led by John Lasseter, initially existed to create short films that illustrated the capabilities of Pixar systems and software. But as sales of Pixar computers underperformed, the animation division developed a reputation for quality, with clever commercials and short films that won awards. After the Pixar short “Tin Toy” won the 1988 Academy Award for best animated short film, the company signed an agreement with Walt Disney Company, the pioneering animation studio, to produce the first feature-length computer-animated movie.

Disney liked Lasseter’s story about two lost toys who try to find their way home, and production on Pixar’s first full-length animated movie began in 1991. But the relationship between Disney and Pixar was rocky. Disney executives interfered with Pixar’s ideas, so Jobs ran interference and kept

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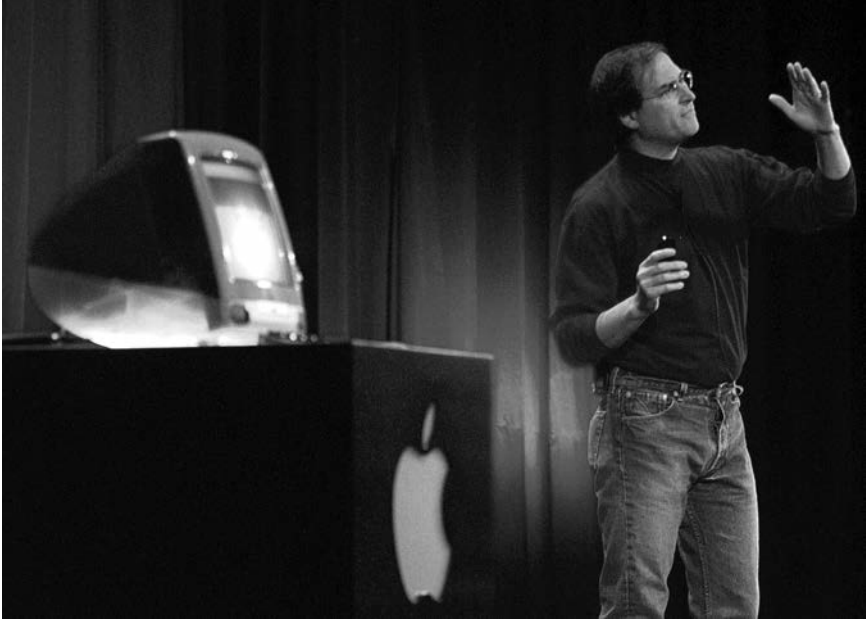


Woody, Buzz Lightyear, and the gang in Toy Story, the first full-length Pixar feature film.

funding going when Disney threatened to pull out of the deal. During Pixar's first 10 years, Jobs spent another \$50 million of his own money on the company, an investment that paid off in 1995 with the debut of *Toy Story*. Critics praised the film and audiences loved it; the film made \$362 million worldwide and topped the U.S. charts for the year. Pixar also began selling shares of the company to the public in 1995. Their initial public offering (IPO) was the most successful of the year, with trading having to be delayed because of high demand. After the IPO, Jobs's shares—he owned 80 percent of the company—were worth \$1.2 billion. Pixar's success resulted from more than Jobs's foresight, Pixar co-founder Edwin Catmull noted, "You need a lot more than vision—you need a stubbornness, tenacity, belief, and patience to stay the course. In Steve's case, he pushes right to the edge, to try to make the next big step forward. It's built into him."

Like Pixar's early imaging computers, the NeXT system did not sell as well as projected. (Nevertheless, it was used by programmer Tim Berners-Lee to create the first version of the World Wide Web in 1990.) Eventually Jobs decided the company should focus on producing operating systems instead of hardware. Its NeXTSTEP system was modestly successful, especially with computer programmers, and Jobs considered selling the company to focus on running Pixar. In the meantime, Apple Computer had suffered a downturn in sales and was behind schedule in developing an operating system for their next generation of computers. They bought NeXT in 1996 for \$430 million and Jobs returned to Apple as an adviser. In September 1997 he became interim Chief Executive Officer (CEO) of Apple and faced the challenge of turning around a company whose share of the personal computing market had fallen to only four percent, from a high of 16 percent in the late 1980s.

Jobs set about changing the company's culture, which had chased profits with a confusing array of computers and devices. He decided Apple should focus on four core products: laptop and desktop computers for home and professional users. He found new board members who supported his goals, slashed development programs and personnel, and cut costs. He settled a patent lawsuit with Microsoft, whose GUI-based Windows operating system seemed to copy the Macintosh, and signed an agreement for Microsoft to make popular software programs available to Mac users. Jobs closely oversaw a new "Think Different" ad campaign for the company and drummed up excitement for Apple's new products. He also oversaw the beautiful new iMac, featuring a translucent blue case and a return to the revolutionary all-in-one design that had been popularized by the original Macintosh. When the iMac launched in 1998, it quickly became the best-selling computer in America. The portable iBook, with its bright colors and



Jobs with the iMac, known for its sleek all-in-one design.

distinctive clamshell shape, debuted in 1999 to similar excitement. In 2000, Jobs announced he would officially remain at Apple as its permanent CEO.

Reviving Apple with Music

The year 2001 was a turning point for Apple. Jobs was a firm believer in making products that integrated hardware, operating system, applications, and design to create a seamless experience for the user. In order to demonstrate these systems and provide customers with expert advice, he opened the first Apple store in 2001. While other computer manufacturers had failed with retail stores, Apple's emphasis on service and design—closely supervised by Jobs—made them a hit, grossing \$1.4 billion in sales by 2004. Jobs also had a vision that in the future, home computers would serve as a hub, storing and organizing information for many portable digital machines. In fall 2001 Apple debuted the first of these portable devices, a music player dubbed the iPod. When integrated with Apple's free iTunes application, the iPod became an easy-to-use music player that could play any of 1,000 songs with no more than three clicks. With the iPod, Apple transitioned from a computer company to a consumer electronics company. The iPod quickly became a hot seller, but Jobs had a further innovation planned for the music industry.

At that time, in the early 2000s, sharing music illegally on the internet had become widespread, and the music industry was suffering greatly from lost sales. Jobs proposed creating an online store that would sell single songs as well as entire albums, then he convinced nervous music companies to sign on by limiting the service to Apple users. The new iTunes Store was an instant success, selling one million songs in the first six days alone. More record companies signed on to the service, and it was opened to Windows users as well. For each 99-cent song sold on the iTunes store, Apple's share was only about a dime. But with one billion songs sold by 2006, those dimes added up. Internet advocates had predicted since the early 1990s that businesses could profit from these small "micropayments." But as Alan Deutschman argued in *Newsweek*, "It took Jobs and Apple to finally make it happen, and the execution was brilliant."

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"[The iPod was not] the truly revolutionary advance that launched Apple on the path to dominance in the Internet era," Alan Deutschman wrote in Newsweek. "The greatest breakthrough was really the iTunes store. ... The debut of iTunes marked the beginning of one of the most incredible winning streaks in the history of modern business, a breathtaking eight-year run."

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By 2008, Apple was the largest music retailer in the United States, with its music division providing almost 50 percent of company revenues. To date, iTunes has sold more than 16 billion song downloads. "[The iPod was not] the truly revolutionary advance that launched Apple on the path to dominance in the Internet era," Deutschman declared. "The greatest breakthrough was really the iTunes store, which went live in April 2003. The debut of iTunes marked the beginning of one of the most incredible winning streaks in the history of modern business, a breathtaking eight-year run."

At the same time, Jobs's other company, Pixar, was enjoying similar success. *Toy Story* was only the first in an unbroken string of critically acclaimed hit movies, including *Bug's Life*, *Toy Story 2*, *Monsters Inc.*, *Finding Nemo*, *The Incredibles*, *Cars*, *Ratatouille*, and *Wall E*. In fact, *Finding Nemo* became the most successful animated movie to date when it debuted in 2003. Although Jobs had occasional conflicts with Disney management over their deal to market and distribute Pixar films, he listened when they offered to buy the company in 2006. The deal, in which Disney bought Pixar for \$7.4 billion in stock, meant that Jobs gave up his title as Pixar

CEO. Instead, he joined Disney's board of directors as its largest single shareholder, with almost seven percent of the company's stock.

Meanwhile, Apple was making so much progress in developing electronic devices that in 2007 they dropped "computer" from the company title, becoming simply "Apple Inc." In 2005 the company had debuted the video iPod, making episodes of many popular television shows available on their iTunes Store. Two years later, with Jobs's usual flair for secrecy and style, Apple debuted the iPhone mobile phone. Unlike many personal digital devices of the time, the iPhone had no writing stylus; instead, it pioneered an unusual touch-screen interface that allowed customers to use two fingers to manipulate data and applications. Although it was the most expensive phone on the market, the iPhone outperformed projections, with 11.6 million sold by 2008. By the end of 2010, almost 90 million iPhones had been sold worldwide; sales almost doubled one year later, by the end of 2011, bolstered by the introduction of the iPhone 4S.

The next big Apple product was the iPad, a tablet computer featuring Apple's distinctive touch-screen interface and fun applications. The tablet computer had been around for almost 20 years, but the iPad was the first to energize the market. Again, Apple provided everything that its customers might need: it designed its own hardware, wrote its own software, sold products through its own stores, and delivered services through iTunes. The iPad sold one million units in its first month alone, with 15 million sold after nine months. In summer 2011, Apple introduced iCloud, an online storage service that integrated with all the company's various products.

Jobs was known for exerting complete control over every aspect of Apple's products. By creating one system designed by Apple, the company was able to integrate its hardware, software, design, content—even the retail store where the products were sold. This approach earned Jobs a reputation as a control freak. But others found value in his constant search for perfection, as Walter Isaacson argued in *Time* magazine, "There proved to be advantages to Jobs's approach. His insistence on end-to-end integration gave Apple, in the early 2000s, an advantage in developing a digital-hub strategy, which allowed you to link your desktop computer with a variety of portable devices and manage your digital content.... The result was that the iPod, like the iPhone and iPad that followed, was an elegant delight, in contrast to the kludgy rival products that did not offer such a seamless end-to-end experience.... In a world filled with junky devices, clunky software, inscrutable error messages, and annoying interfaces, Jobs' insistence on a simple, integrated approach led to astonishing products marked by delightful user experiences."



The iPhone (top), the iPod (left), and the iPad (bottom)—each device revolutionized its segment of the industry and changed people's lives.



A Lasting Legacy

Jobs was a workaholic accustomed to long hours. But he had also endured several health issues. He first developed kidney stones in 1997; a follow-up exam in 2004 showed he had developed pancreatic cancer. Although most pancreatic cancers are fatal within months, his cancer was a rare form that was treatable with surgery. Still, the experience made him conscious his time was limited. At a rare public speech at Stanford University's 2005 commencement, he told new graduates, "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." He made plans for Apple to continue without him, hiring a chief operations officer to help manage the company and establishing "Apple University" to help employees understand the company's philosophy of management and product development. Still, in 2008 Jobs lost weight and looked ill, and speculation about his health led to a decline in stock prices. In early 2009, he announced he would take a medical leave from Apple to have a liver transplant. He was back at work at Apple offices within two months of his transplant.

By the beginning of 2011, Jobs announced that his cancer had returned and he began another medical leave. That August, he officially stepped down as CEO of Apple. "I've had a very lucky career, a very lucky life," he shared. "I've done all that I can do." Soon after, Apple became the world's most valuable company (in terms of the total value of all its stock).

Jobs died of complications from pancreatic cancer in Palo Alto, California, on October 5, 2011. News of his death led to spontaneous tributes from the public, as piles of flowers, notes, and apples were left at Apple stores around the world. Notable public figures paid tribute as well, including President Barack Obama. "Steve was among the greatest of American innovators—brave enough to think differently, bold enough to believe he could change the world, and talented enough to do it.... Steve was fond of saying that he lived every day like it was his last. Because he did, he transformed our lives, redefined entire industries, and achieved one of the rarest feats in human history: he changed the way each of us sees the world," Obama said. "The world has lost a visionary. And there may be no greater tribute to Steve's success than the fact that much of the world learned of his passing on a device he invented."

Many commentators remarked on the lasting influence Jobs had on technology and its role in our everyday lives. In naming Jobs CEO of the decade in 2009, *Fortune* senior editor Adam Lashinsky remarked that "in the past 10 years alone he has radically and lucratively reordered three



LEFT TO RIGHT: LEONARDO Da VINCI, ALEXANDER GRAHAM BELL, THOMAS EDISON, THE NEW GUY

Jobs's death brought forth eulogies in many different forms, including this comment on his genius by cartoonist Steve Sack.

markets—music, movies, and mobile telephones—and his impact on his original industry, computing, has only grown.” Business leader and New York City Mayor Michael Bloomberg observed, “Tonight, America lost a genius who will be remembered with Edison and Einstein, and whose ideas will shape the world for generations to come. Again and again over the last four decades, Steve Jobs saw the future and brought it to life long before most people could even see the horizon.”

Some commentators marveled at what Jobs was able to achieve, as in these comments from Harry McCracken in *Time* magazine. “Steve Jobs ... wasn’t a computer scientist. He had no training as a hardware engineer or industrial designer,” McCracken remarked. “The businesses Apple entered under his leadership—from personal computers to MP3 players to smart phones—all existed before the company got there. But with astonishing regularity, Jobs did something that few people accomplish even once: he reinvented entire industries. He did it with ones that were new, like PCs, and he did it with ones that were old, like music. And his pace only accelerated over the years. He was the most celebrated, successful business executive of his generation.... It’s impossible to imagine what the past few

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In a speech at Stanford University, Jobs once said that wonderful things happened in his life because he risked failure to do what he loved. “Your time is limited, so don’t waste it living someone else’s life... Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

——— ” ———

decades of technology, business, and, yes, the liberal arts would have been like without him.”

For technology writer Steven Levy, Jobs held a singular place in the history of invention. “If Jobs were not so talented, if he were not so visionary, if he were not so canny in determining where others had failed in producing great products and what was necessary to succeed, his pushiness and imperiousness would have made him a figure of mockery,” Levy wrote in *Wired* magazine. “But Steve Jobs *was* that talented, visionary, and determined. He combined an innate understanding of technology with an almost supernatural sense of what customers would respond to. His conviction that design should be central to his products not only produced successes in the marketplace but elevated design in general, not just in consumer electronics but everything that aspires to the high end... His accomplishments were unmatched. People who can claim credit for game-changing

products—iconic inventions that become embedded in the culture and answers to Jeopardy questions decades later—are few and far between. But Jobs has had not one, not two, but *six* of these breakthroughs, any one of which would have made for a magnificent career. In order: the Apple II, the Macintosh, the movie studio Pixar, the iPod, the iPhone, and the iPad. (This doesn’t even include the consistent, brilliant improvements to the Macintosh operating system, or the Apple retail store juggernaut.) Had he lived a natural lifespan, there would have almost certainly been more.”

Speaking of his work, Jobs once commented, “My goal has always been not only to make great products, but to build great companies.” Despite some failures, Jobs built not one but two great companies. By 2011, Pixar had grossed over \$7.2 billion in worldwide box office sales, including *Toy Story 3*, the first animated film to make over a billion dollars worldwide. Apple was also left in strong shape, continuing to gain in stock value even



Apple CEO Tim Cooks speaks to employees at a celebration of Jobs's life.

during an economic downturn. Jobs called himself “a tool builder” who wanted to build tools “that I know in my gut and my heart will be valuable.” He also noted that “technology is nothing. What’s important is that you have a faith in people, that they’re basically good and smart, and if you give them tools, they’ll do wonderful things with them.” Wonderful things happened in his life, he told his Stanford audience, because he risked failure to do what he loved. “Your time is limited, so don’t waste it living someone else’s life.... Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

MARRIAGE AND FAMILY

Jobs was 23 when he had a daughter with Chrisann Brennan, his on-again, off-again girlfriend since high school. He initially denied paternity and had little involvement with the girl, named Lisa Brennan-Jobs. But they later reconciled and she spent her teen years living with him.

Jobs met Laurene Powell in 1990 when he was giving a lecture at Stanford University, where she was studying for her master’s degree in business. They married on March 18, 1991, in Yosemite National Park. After their marriage Powell founded a natural foods company and started College

Track, a program matching mentors with disadvantaged students. She also kept busy raising their three children: son Reed Paul (born 1991) and daughters Erin Siena (born 1995) and Eve (born 1998).

HOBBIES AND OTHER INTERESTS

Growing up in the San Francisco area, Jobs was heavily influenced by the counterculture movement of the 1960s and early 1970s, which challenged authority and sought new means of self-expression. Jobs developed an early interest in Eastern philosophies, particularly Zen Buddhism, that lasted throughout his lifetime. He was also an early experimenter with both vegetarianism and veganism (not eating any animal products, including dairy and eggs) and tried various specialized diets throughout his life. Music, especially that of 1960s icons Bob Dylan and the Beatles, was another lifelong interest. While Jobs was not associated with any particular charities, he did involve Apple in several charitable initiatives, introducing a special red iPod as part of the (Product)RED campaign to benefit the Global Fund to Fight AIDS, Tuberculosis, and Malaria.

HONORS AND AWARDS

National Technology Medal (U.S. Department of Commerce): 1985, for
“the creation of a cheap but powerful computer” (with Stephen Wozniak)
Jefferson Award for Public Service (American Institute for Public Service):
1987
Entrepreneur of the Decade (*Inc.*): 1989
Lifetime Achievement Award (Software Publishers Association): 1989
Vanguard Award (Producers Guild of America): 2002 (with Ed Catmull
and John Lasseter)
Named #1 Most Powerful Person in Business (*Fortune*): 2007
CEO of the Decade (*Fortune*): 2009
Person of the Year (*Financial Times*): 2010
Inspire Award (AARP): 2012

FURTHER READING

Books

Isaacson, Walter. *Steve Jobs*, 2011

Periodicals

Current Biography Yearbook, 1983, 1998

Financial Times, Dec. 23, 2010, p.11

Fortune, Nov. 23, 2009, p.92

Newsweek, Sep. 5, 2011, p.30; Oct. 10, 2011, p.26
New York Times, Oct. 6, 2011, p.A1
New York Times Magazine, Jan. 12, 1997, p.6
Rolling Stone, June 16, 1994, p.73
Time, Jan. 3, 1983; Oct. 5, 2011
USA Today, Oct. 6, 2011, p.A1

Online Articles

www.businessweek.com
 (Business Week, "Technology Executives Comment on Steve Jobs's Death," Oct. 6, 2011)
www.computerhistory.org/highlights/stevejobs
 (Computer History Museum, "Steve Jobs: From Garage to World's Most Valuable Company," Dec. 8, 2011)
money.cnn.com
 (Money/CNN, "25 Most Powerful People in Business: #1. Steve Jobs," July 11, 2007)
www.topics.nytimes.com
 (New York Times, "Steve Jobs," multiple articles, various dates)
www.nytimes.com
 (New York Times, "Steven P. Jobs, 1955-2011; Apple's Visionary Redefined Digital Age," Oct. 5, 2011)
americanhistory.si.edu/collections/comphist/sj1.html
 (Smithsonian Institution: Oral and Video Histories, "Steve Jobs Oral History," Computerworld Honors Program International Archives, Apr. 20, 1995)
www.time.com/time/topics
 (Time, "Steve Jobs," multiple articles, various dates)
www.wired.com
 (Wired, "Steve Jobs, 1955-2011," "Steve Jobs' Greatest Achievements," "Steve Jobs Through the Years," all Oct. 5, 2011)

WEB SITE

www.apple.com/stevejobs

Cumulative General Index

This cumulative index includes names, occupations, nationalities, and ethnic and minority origins that pertain to all individuals profiled in *Biography Today* since the debut of the series in 1992.

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 Flowers, Vonetta – *Birmingham* . . Sport V.8
 Fuller, Millard – *Lanett* Apr 03
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 – *Notasulga* Author V.6
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 Jemison, Mae – *Decatur* Oct 92
 Johnson, Angela – *Tuskegee* . . . Author V.6
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 King, Coretta Scott – *Heiberger* . . . Sep 06
 Lee, Harper – *Monroeville* Author V.9
 Lewis, Carl – *Birmingham* Sep 96
 Lewis, John – *Pike County* Jan 03
 Parks, Rosa – *Tuskegee* Apr 92; Apr 06
 Rice, Condoleezza – *Birmingham* . . Apr 02
 Satcher, David – *Anniston* Sep 98
 Wallace, Ben – *White Hall* Jan 05
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- Farmer, Nancy – *Phoenix* Author V.6
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 Morrison, Sam – *Flagstaff* Sep 97
 Murray, Ty – *Phoenix* Sport V.7
 Stone, Emma – *Scottsdale* Jan 12
 Strug, Kerri – *Tucson* Sep 96

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 Holmes, Priest – *Fort Smith* Apr 05
 Johnson, John – *Arkansas City* Jan 97
 Pippen, Scottie – *Hamburg* Oct 92

Australia

- Beachley, Layne – *Sydney* Sport V.9
 Freeman, Cathy – *Mackay,*
 Queensland Jan 01
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 Jackman, Hugh – *Sydney,*
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1	Salinger, J.D.	1919	15	Agosto, Ben	1982
2	Asimov, Isaac	1920		Brees, Drew	1979
	Cox, Lynne	1957		Teller, Edward	1908
3	Dawson, Matel Jr.	1921		Werbach, Adam	1973
	Fuller, Millard	1935	16	Aaliyah	1979
	Manning, Eli	1981		Fossey, Dian	1932
	Tolkien, J.R.R.	1892		Hakim, Joy	1931
4	Naylor, Phyllis Reynolds	1933		Lipsyte, Robert	1938
	Runyan, Marla	1969		Pujols, Albert	1980
	Shula, Don	1930		Tarter, Jill	1944
5	Ocampo, Adriana C.	1955	17	Carrey, Jim	1962
6	Van Draanen, Wendelin	?		Cormier, Robert	1925
7	Hurston, Zora Neale	?1891		Jones, James Earl	1931
	Rodriguez, Eloy	1947		Lewis, Shari	?1934
	Soriano, Alfonso	1978		Obama, Michelle	1964
8	Castellano, Torry (Donna C.)	1979		Tartakovsky, Genndy	1970
	Cooper, Floyd	1956		Wade, Dwyane	1982
	Ford, Maya (Donna F.)	1979	18	Ali, Muhammad	1942
	Hawking, Stephen W.	1942		Chavez, Julz	1962
	Spelman, Lucy	1963		Messier, Mark	1961
9	Dobrev, Nina	1989	19	Askins, Renee	1959
	Garcia, Sergio	1980		Johnson, John	1918
	Graves, Earl	1935	20	Bourdon, Rob	1979
	McLean, A.J.	1978		DeMayo, Neda	1960
	Menchu, Rigoberta	1959		Wright, Will	1960
	Nixon, Richard	1913	21	Domingo, Placido	1941
10	Streeter, Tanya	1973		Nicklaus, Jack	1940
11	Leopold, Aldo	1887		Olajuwon, Hakeem	1963
12	Amanpour, Christiane	1958	22	Chavis, Benjamin	1948
	Bezos, Jeff	1964		Orianthi	1985
	Capolino, Peter	1945		Ward, Lloyd D.	1949
	Lasseter, John	?1957	23	Elion, Gertrude	1918
	Limbaugh, Rush	1951		Foudy, Julie	1971
13	Bloom, Orlando	1977		Thiessen, Tiffani-Amber	1974
	Burnside, Aubyn	1985	24	Haddock, Doris (Granny D.)	1910
	Webb, Alan	1983	25	Alley, Kirstie	1955
14	Bellamy, Carol	1942		Keys, Alicia	1981
	Lucid, Shannon	1943	26	Carter, Vince	1977
				DeGeneres, Ellen	1958