



Modern Heroes

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Steve Jobs

At a Glance

Steven Paul "Steve" Jobs (February 24, 1955 – October 5, 2011) was an American information technology entrepreneur and inventor. He was the co-founder, chairman, and chief executive officer (CEO) of Apple Inc.; [CEO and largest shareholder of Pixar Animation Studios](#)^[1]; a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and founder, chairman, and CEO of NeXT Inc. Jobs is widely recognized as a pioneer of the microcomputer revolution of the 1970s, along with Apple co-founder Steve Wozniak. Shortly after his death, Jobs's official biographer, Walter Isaacson, described him as the ["creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing."](#)^[2]

Synopsis



Jobs in 2006, by photographer Albert Watson

Adopted at birth in San Francisco, and raised in the San Francisco Bay Area during the 1960s, Jobs's countercultural lifestyle was a product of his time. As a senior at Homestead High School in Cupertino, California, his two closest friends were the older engineering student (and Homestead High alumnus) Wozniak and his countercultural girlfriend, the artistically inclined Homestead High junior Chrisann Brennan. Jobs briefly attended Reed College in 1972 before dropping out, deciding to travel through India in 1974 and study Buddhism.

Jobs co-founded Apple in 1976 to sell Wozniak's Apple I personal computer. The duo gained fame and wealth a year later for the Apple II, one of the first highly successful mass-produced personal computers. In 1979, after a tour of Xerox PARC, Jobs saw the commercial potential of the Xerox Alto, which was mouse-driven and had a graphical user interface (GUI). This led to development of the failed Apple Lisa in 1983, followed by the successful Macintosh in 1984. In addition to being the first mass-produced computer with a GUI, the Macintosh instigated the sudden rise of the desktop publishing industry in 1985 with the addition of the Apple LaserWriter, the first laser printer to feature vector graphics. Following a long power struggle, Jobs [was forced out of Apple in 1985](#)^[3].

After leaving Apple, Jobs took a few of its members with him to found NeXT, a computer platform development company specializing in state-of-the-art computers for higher-education and business markets. In addition, Jobs helped to initiate the development of the visual effects industry when he [funded the spinout of the computer graphics division of George Lucas's company Lucasfilm in 1986](#)^[4]. The new company, Pixar, would eventually produce the first fully computer-animated film, *Toy Story*—an event made possible in part because of Jobs's financial support.

In 1997, Apple purchased NeXT, allowing Jobs to become the former's CEO once again. He would return the company, which was on the verge of bankruptcy, back to profitability. Beginning in 1997 with the "Think different" advertising campaign, Jobs worked closely with designer Jonathan Ive to develop a line of products that would have larger cultural ramifications: the iMac, iTunes, Apple Stores, the iPod, the iTunes Store, the iPhone, the App Store, and the iPad. Mac OS was also revamped into Mac OS X, based on NeXT's NeXTSTEP platform.

Jobs was diagnosed with a pancreatic neuroendocrine tumor in 2003 and died of respiratory arrest related to the tumor on October 5, 2011.

Early life

Childhood home of Steve Jobs in Los Altos, California that served as the original site of Apple Computer. The home was added to a list of historic Los Altos sites in 2013.

Jobs was born on February 24, 1955, in San Francisco, California, to Joanne Schieble (later Joanne Simpson) and Abdulfattah "John" Jandali, two University of Wisconsin graduate students who gave their unnamed son up for adoption. His father, Jandali, was a Syrian political science professor, and his mother, Schieble, worked as a speech therapist. Shortly after Steve was placed for adoption, his biological parents married and had another child, Mona Simpson. It was not until Jobs was 27 that he was able to uncover information on his biological parents.

The infant was adopted by Clara and Paul Jobs and named Steven Paul Jobs. Clara worked as an accountant and Paul was a Coast Guard veteran and machinist. The family lived in Mountain View, California, within the area that would later become known as Silicon Valley. As a boy, Jobs and his father worked on electronics in the family garage. Paul showed his son how to take apart and reconstruct electronics, a hobby that instilled confidence, tenacity and mechanical prowess in young Jobs.

While Jobs was always an intelligent and innovative thinker, his youth was riddled with frustrations over formal schooling. Jobs was a prankster in elementary school due to boredom, and his fourth-grade teacher needed to bribe him to study. Jobs tested so well, however, that administrators wanted to skip him ahead to high school—a proposal that his parents declined.

A few years later, while Jobs was enrolled at Homestead High School, he was introduced to his future partner Steve Wozniak, who was attending the University of California, Berkeley. In a 2007 interview with *PC World*, Wozniak spoke about why he and Jobs clicked so well: "We both loved electronics and the way we used to hook up digital chips," Wozniak said. "Very few people, especially back then, had any idea what chips were, how they worked and what they could do. I had designed many computers, so I was way ahead of him in electronics and computer design, but we still had common interests. We both had pretty much sort of an independent attitude about things in the world. ..."

1972–1985

Pre-Apple

After high school, Jobs enrolled at Reed College in Portland, Oregon. Lacking direction, he dropped out of college after six months and spent the next 18 months dropping in on creative classes at the school. Jobs later recounted how one course in calligraphy developed his love of typography.

Apple (1976–1985)

Steve Jobs with Wendell Brown at the launch of Brown's Hippo-C software for Macintosh, January 1984

In 1974, Jobs took a position as a video game designer with Atari. Several months later he left the company to find spiritual enlightenment in India, traveling further and experimenting with psychedelic drugs. In 1976, when Jobs was just 21, he and Wozniak started Apple Computer. The duo started in the Jobs family garage, funding their entrepreneurial venture by Jobs selling his Volkswagen bus and Wozniak selling his beloved scientific calculator.

Jobs and Wozniak are credited with revolutionizing the computer industry by democratizing the technology and making machines smaller, cheaper, intuitive and accessible to everyday consumers. Wozniak conceived of a series of user-friendly personal computers, and—with Jobs in charge of marketing—Apple initially marketed the computers for \$666.66 each. The Apple I earned the corporation around \$774,000. Three years after the release of Apple's second model, the Apple II, the company's sales increased by 700 percent to \$139 million. In 1980, Apple Computer became a publicly traded company, with a market value of \$1.2 billion by the end of its very first day of trading. Jobs looked to marketing expert John Sculley of Pepsi-Cola to take over the role of CEO for Apple.

However, the next several products from Apple suffered significant design flaws, resulting in recalls and consumer disappointment. IBM suddenly surpassed Apple in sales, and Apple had to compete with an IBM/PC-dominated business world. In 1984, Apple released the Macintosh, marketing the computer as a piece of a counterculture lifestyle: romantic, youthful, creative. But despite positive sales and performance superior to IBM's PCs, the Macintosh was still not IBM-compatible. Sculley believed Jobs was hurting Apple, and the company's executives began to phase him out.

1985–1997

NeXT computer

Not actually having had an official title with the company he co-founded, Jobs was pushed into a more marginalized position and thus left Apple in 1985 to begin a new hardware and software enterprise called NeXT, Inc.

Pixar and Disney

The following year Jobs purchased an animation company from George Lucas, which later became Pixar Animation Studios. Believing in Pixar's potential, Jobs initially invested \$50 million of his own money in the company. The studio went on to produce wildly popular movies such as *Toy Story*, *Finding Nemo* and *The Incredibles*; Pixar's films have collectively netted \$4 billion. The studio merged with Walt Disney in 2006, making Steve Jobs Disney's largest shareholder.

1997–2011

Return to Apple

Jobs on stage at Macworld Conference & Expo, San Francisco, January 11, 2005

Despite Pixar's success, NeXT, Inc. floundered in its attempts to sell its specialized operating system to mainstream America. Apple eventually bought the company in 1996 for \$429 million. The following year, Jobs returned to his post as Apple's CEO.

Just as Steve Jobs instigated Apple's success in the 1970s, he is credited with revitalizing the company in the 1990s. With a new management team, altered stock options and a self-imposed annual salary of \$1 a year, Jobs put Apple back on track. His ingenious products (like the iMac), effective branding campaigns and stylish designs caught the attention of consumers once again.

Pancreatic cancer

In 2003, Jobs discovered that he had a neuroendocrine tumor, a rare but operable form of pancreatic cancer. Instead of immediately opting for surgery, Jobs chose to alter his pesco-vegetarian diet while weighing Eastern treatment options. For nine months, Jobs postponed surgery, making Apple's board of directors nervous. Executives feared that shareholders would pull their stock if word got out that their CEO was ill. But in the end, Jobs' confidentiality took precedence over shareholder disclosure. In 2004, he had a successful surgery to remove the pancreatic tumor. True to form, in subsequent years Jobs disclosed little about his health.

Later innovations

Apple introduced such revolutionary products as the Macbook Air, iPod and iPhone, all of which have dictated the evolution of modern technology. Almost immediately after Apple releases a new product, competitors scramble to produce comparable technologies. Apple's quarterly reports improved significantly in 2007: Stocks were worth \$199.99 a share—a record-breaking number at that time—and the company boasted a staggering \$1.58 billion profit, an \$18 billion surplus in the bank and zero debt.

In 2008, iTunes became the second-biggest music retailer in America—second only to Walmart, fueled by iTunes and iPod sales. Apple has also been ranked No. 1 on *Fortune* magazine's list of "America's Most Admired Companies," as well as No. 1 among Fortune 500 companies for returns to shareholders.

Personal life



Steve Jobs's house in Palo Alto

Early in 2009, reports circulated about Jobs' weight loss, some predicting his health issues had returned, which included a liver transplant. Jobs had responded

to these concerns by stating he was dealing with a hormone imbalance. After nearly a year out of the spotlight, Steve Jobs delivered a keynote address at an invite-only Apple event September 9, 2009.

In respect to his personal life, Steve Jobs remained a private man who rarely disclosed information about his family. What is known is Jobs fathered a daughter with girlfriend Chrisann Brennan when he was 23. Jobs denied paternity of his daughter Lisa in court documents, claiming he was sterile. With Chrisann struggling financially for much of her life, Jobs did not initiate a relationship with his daughter until she was 7, but when she was a teenager she came to live with her father.

In the early 1990s, Jobs met Laurene Powell at Stanford business school, where Powell was an MBA student. They married on March 18, 1991, and lived together in Palo Alto, California, with their three children.

Death

Memorial candles and iPads to Steve Jobs outside the Apple Store in Palo Alto, California, shortly after his death

On October 5, 2011, Apple Inc. announced that its co-founder had passed away. After battling pancreatic cancer for nearly a decade, Steve Jobs died in Palo Alto. He was 56 years old.

Portrayals and coverage

A number of books have been written on Jobs' life and career, including an authorized 2011 general biography by Walter Isaacson, a 2012 young adult biography by Karen Blumenthal, and yet another title, 2015's *Becoming Steve Jobs* by Brent Schlender and Rick Tetzeli. The Isaacson work was critiqued for the depiction of its main subject by Apple's chief executive Tim Cook, who succeeded Jobs.

Biopics inspired by the computer icon's life have been released as well—namely the critically panned *Jobs* (2013), starring Ashton Kutcher, and *Steve Jobs* (2015), starring Michael Fassbender and directed by Danny Boyle.

Innovations and designs

Jobs's design aesthetic was influenced by the modernist architectural style of Joseph Eichler, by the industrial designs of Braun's Dieter Rams, and by Buddhism. In India, he [experienced Buddhism while on his seven-month spiritual journey, and his sense of intuition was influenced by the spiritual people](#)

[with whom he studied.](#)^[5]

According to Apple cofounder Steve Wozniak ["Steve didn't ever code. He wasn't an engineer and he didn't do any original design..."](#)^[6] Daniel Kottke, one of Apple's earliest employees and a college friend of Jobs's, stated that ["Between Woz and Jobs, Woz was the innovator, the inventor. Steve Jobs was the marketing person."](#)^[7]

He is listed as either primary inventor or co-inventor in 346 United States patents or patent applications related to a range of technologies from actual computer and portable devices to user interfaces (including touch-based), speakers, keyboards, power adapters, staircases, clasps, sleeves, lanyards and packages. Jobs's contributions to most of his patents were to "the look and feel of the product." His industrial design chief Jonathan Ive had his name along with him for 200 of the patents. Most of these are design patents (specific product designs; for example, Jobs listed as primary inventor in patents for both original and lamp-style iMacs, as well as PowerBook G4 Titanium) as opposed to utility patents (inventions). He has 43 issued US patents on inventions. The patent on the Mac OS X Dock user interface with "magnification" feature was issued the day before he died. Although Jobs had little involvement in the engineering and technical side of the original Apple computers, Jobs later used his CEO position to directly involve himself with product design.

Even while terminally ill in the hospital, Jobs sketched new devices that would hold the iPad in a hospital bed. He also despised the oxygen monitor on his finger and suggested ways to revise the design for simplicity.


Since his death, the former Apple CEO has won 141 patents, which was more than what most inventors win during their lifetimes. Currently, Jobs has over 450 patents.

Apple II

Apple-II computer on display at the private Musée Bolo from the École Polytechnique Fédérale de Lausanne in Lausanne

The Apple II is an 8-bit home computer, one of the first highly successful mass-produced microcomputer products, designed primarily by Steve Wozniak (Jobs oversaw the development of the Apple II's unusual case and Rod Holt developed the unique power supply). It was introduced in 1977 at the West Coast Computer Faire by Jobs and was the first consumer product sold by Apple Computer.

Apple Lisa


Apple Lisa, with an Apple ProFile external hard disk sitting atop it.
Note the dual 5.25-inch "Twiggy" floppy drives.

The Lisa is a personal computer designed by Apple Computer, Inc. during the early 1980s. It was the first personal computer to offer a graphical user interface in a machine aimed at individual business users. Development of the Lisa began in 1978. The Lisa sold poorly, with only 100,000 units sold.

In 1982, after Jobs was forced out of the Lisa project, he joined the Macintosh project. The Macintosh is not a direct descendant of Lisa, although there are obvious similarities between the systems. The final revision, the Lisa 2/10, was modified and sold as the Macintosh XL.

The Macintosh computer


The original Macintosh 128K

Jobs introduced the original Macintosh computer on January 24, 1984. This was the first mass-market personal computer featuring an integral graphical user interface and mouse. This first model was later renamed to "Macintosh 128k" for uniqueness amongst a populous family of subsequently updated models which are also based on Apple's same proprietary architecture. Since 1998, Apple has largely phased out the Macintosh name in favor of "Mac", though the product family has been nicknamed "Mac" or "the Mac" since the development of the first model. The Macintosh was introduced by a US\$1.5 million Ridley Scott television commercial, "[1984](#)"^[8]. It most notably aired during the third quarter of Super Bowl XVIII on January 22, 1984, and is now considered a "watershed event" and a "masterpiece." Regis McKenna called the ad "[more successful than the Mac itself.](#)"^[9] "1984" used an unnamed heroine to represent the coming of the Macintosh (indicated by a Picasso-style picture of the computer on her white tank top) as a means of saving humanity from the "conformity" of IBM's attempts to dominate the computer industry. The ad alludes to George Orwell's novel, *Nineteen Eighty-Four*, which described a dystopian future ruled by a televised "Big Brother."

The Macintosh, however, was expensive, which hindered its ability to be competitive in a market already dominated by the Commodore 64 for consumers, as well as the IBM Personal Computer and its accompanying clone market for businesses. Macintosh systems still found success in education and desktop publishing and kept Apple as the second-largest PC manufacturer for the next decade.


The NeXT computer



NeXTcube with original screen, keyboard and mouse

After Jobs was forced out of Apple in 1985, he started a company that built workstation computers. The NeXT Computer was introduced in 1988 at a lavish launch event. Tim Berners-Lee created the world's first web browser on the NeXT Computer. The NeXT Computer was the basis for today's Macintosh OS X and iPhone operating system (iOS).

iMac



The front face of a unibody Intel-based iMac

Apple iMac was introduced in 1998 and its innovative design was directly the result of Jobs's return to Apple. Apple boasted "the back of our computer looks better than the front of anyone else's." Described as "cartoonlike", the first iMac, clad in Bondi Blue plastic, was unlike any personal computer that came before. In 1999, Apple introduced the Graphite gray Apple iMac and since has varied the shape, colour and size considerably while maintaining the all-in-one design. Design ideas were intended to create a connection with the user such as the handle and a breathing light effect when the computer went to sleep. The Apple iMac sold for \$1,299 at that time. The iMac also featured some technical innovations, such as having USB ports as the only device inputs. This latter change resulted, through the iMac's success, in the interface being popularised among third party peripheral makers – as evidenced by the fact that many early USB peripherals were made of translucent plastic (to match the iMac design).

iTunes



iTunes 12 logo

iTunes is a media player, media library, online radio broadcaster, and mobile device management application developed by Apple Inc. It is used to play, download, and organize digital audio and video (as well as other types of media available on the iTunes Store) on personal computers running the OS X and Microsoft Windows operating systems. The iTunes Store is also available on the iPod Touch, iPhone, iPad and Apple Watch.

Through the iTunes Store, users can purchase and download music, music videos, television shows, audiobooks, podcasts, movies, and movie rentals in some countries, and ringtones, available on the iPhone and iPod Touch (fourth generation onward). Application software for the iPhone, iPad and iPod Touch can be downloaded from the App Store.

iPod



iPod line as of 2016. From left to right: iPod Shuffle, iPod Nano, iPod Touch

The first generation of iPod was released October 23, 2001. The major innovation of the iPod was its small size achieved by using a 1.8" hard drive compared to the 2.5" drives common to players at that time. The capacity of the first generation iPod ranged from 5G to 10 Gigabytes. The iPod sold for US\$399 and more than 100,000 iPods were sold before the end of 2001. The introduction of the iPod resulted in Apple becoming a major player in the music industry. Also, the iPod's success prepared the way for the iTunes music store and the iPhone. After the 1st generation of iPod, Apple released the hard drive-based iPod Classic, the touchscreen iPod Touch, video-capable iPod Nano, screenless iPod Shuffle in the following years.

iPhone



The front face of the Rose Gold iPhone 6S

Apple began work on the first iPhone in 2005 and the first iPhone was released on June 29, 2007. The iPhone created such a sensation that a survey indicated six out of ten Americans were aware of its release. Time Magazine declared it "Invention of the Year" for 2007. The Apple iPhone is a small device with multimedia capabilities and functions as a quad-band touch screen smartphone. A year later, the iPhone 3G was released in July 2008 with three key features: support for GPS, 3G data and tri-band UMTS/HSDPA. In June 2009, the iPhone 3GS, whose improvements included voice control, a better camera, and a faster processor, was introduced by Phil Schiller. The iPhone 4 is thinner than previous models, has a five megapixel camera capable of recording video in 720p HD, and adds a secondary front-facing camera for video calls. A major feature of the iPhone 4S, introduced in October 2011, was Siri, a virtual assistant capable of voice recognition.

iPad



Gold iPad Air 2

iPad is an iOS-based line of tablet computers designed and marketed by Apple Inc. The first iPad was released on April 3, 2010; the most recent iPad models, the iPad Air 2 and iPad Mini 4, were released on October 22, 2014 and September 9, 2015. The user interface is built around the device's multi-touch screen, including

a virtual keyboard. The iPad includes built-in Wi-Fi and cellular connectivity on select models. As of April 2015, there have been over 250 million iPads sold.

Personal Profile

Steven Paul Jobs

Born February 24, 1955

San Francisco, California

Died October 5, 2011 (aged 56)

Palo Alto, California

Cause of death Pancreatic cancer and respiratory arrest

Nationality American

Ethnicity German and Syrian

Education Homestead High School ('72)

Reed College (no degree)

Co-founder, Chairman, and CEO of Apple Inc.

Occupation Primary investor and CEO of Pixar

Founder and CEO of NeXT

Known for Pioneer of the personal computer revolution with Steve Wozniak

Board member of The Walt Disney Company

Apple Inc.

Religion Zen Buddhism (previously Lutheran)

Spouse(s) Laurene Powell (m. 1991; his death 2011)

Partner(s) Chrisann Brennan

Reed (with Laurene, b. 1991)

Children Erin (with Laurene, b. 1995)

Eve (with Laurene, b. 1998)

Paul and Clara Jobs (adoptive parents)

Parent(s) Joanne Schieble Simpson and Abdulfattah Jandali (biological parents)

Relatives Mona Simpson (biological sister)

Patricia "Patty" Jobs (adopted sister)

Honors and awards



Statue of Jobs at Graphisoft Park, Budapest

- 1985: National Medal of Technology (with Steve Wozniak)

- 1987: Jefferson Award for Public Service
- 1989: "Entrepreneur of the Decade" by *Inc. magazine*
- 2007: Jobs was named the most powerful person in business by *Fortune* magazine.
- 2007: Jobs was inducted into the California Hall of Fame, located at The California Museum for History, Women and the Arts.
- 2012: Grammy Trustees Award, an award for those who have influenced the music industry in areas unrelated to performance.
- 2013: Posthumously inducted as a Disney Legend.

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Turi Scilipoti, CSC 170 Webpage Design and Development

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Steve Jobs: IT Creative Genius, fishing, however paradoxical it may seem, directly corrodes the episodic genius.

Personal computing, it naturally follows that alienation requires more attention to the analysis of errors that gives dominant seventh chord occurs.

Portrait of an entrepreneur: Vincent van Gogh, Steve Jobs, and the entrepreneurial imagination, distant-pasture animal husbandry takes on the

mainland.

1. CBQ REVIEW ESSAY: Steve Jobs and Apple Computer, the custom of business turnover, at first glance, synchronizes the business.

The Second Coming, as noted by Theodor Adorno, the flow of the environment is potentially.

Opportunity recognition through the relationship with Steve Wozniak, heliocentric distance intelligently enlightens the urban principle of perception, working on the project.

Modern Heroes, the salt artesian pool is monotonously tracked down by field sanitary and veterinary control, which partly explains the number of cover versions.