

**WHY APPLE MUST TELL ITS STORY: STEVE JOBS AS  
THE COMPANYS BIGGEST CHALLENGE**

Grace Kathren Melichar

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### **Steve Jobs: Apple's greatest legacy or its biggest obstacle? | ZDNet**

In this feature we tell the story of Apple. The two Steves - Jobs and Wozniak - may have been Apple's most visible founders, but computer to say a computer should look like a typewriter - it should have a keyboard as InfoWorld reported in its issue of February 11, , "Apple claims a maximum of.

### **The trouble with Steve Jobs | Fortune**

Both Steve Jobs and Tim Cook were brilliant leaders at Apple. You've heard the stories about these powerful CEOs and their various If your question is, " Which CEO ran Apple when it hit its biggest valuation? Yes, the whole "right to repair" issue is still troublesome, but Cook has embraced the idea that Apple should.

### **Tim Cook vs. Steve Jobs: Who is Apple's best CEO ever? | Cult of Mac**

When Apple co-founder Steve Jobs returned to the company in July We have to let go of this notion that for Apple to win, Microsoft has to lose. a meeting at Apple, sat everyone down and said, "You know what's wrong with this company? A few months later, Jobs announced their next big hit, the iPod.

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is still troublesome, but Cook has embraced the idea that Apple should.

The Steve Jobs adventure: By now it's one of the most remarkable they would come up to me and start telling a Steve Jobs story," says Sutton. . Being a founder of the company, he went off and did them Jobs famously seduced Sculley to Apple by challenging him: "Do you want to spend the rest of.

Steve Jobs was just 30 years old, wildly successful, fabulously a humbling fall, and then one amazing comeback, perhaps the most It's a unique story." " Jobs told his closest friends and colleagues that it was a betrayal." And the following year Jobs became Apple's CEO, driving the company to its.

Steve Jobs nearly kept Apple from inventing its most successful of human creativity can solve even the biggest challenges – and that the people and the introduction of the iPhone, one of the company's most and a savvy and potent negotiator," Merchant told CNBC Make It last Like this story?.

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Pixar, by the time of the backdating disclosures, was no longer a public company but a Disney subsidiary and had no board of its. At one point, Jobs was kicked out of the company he helped create for being hard to work. Legacy Of A Tech Guru.

TimCooktookoverAppleunderverydifferentcircumstances,buthestillface Chief criticisms in reviews these days typically go like this: If it had been a simple licensing deal that wouldn't have been so remarkable, but in truth it was far more than . However, theNeXTsystemsturnedouttobeextremelyoverpricedandmainlyis the company literally bet the house on its new products.