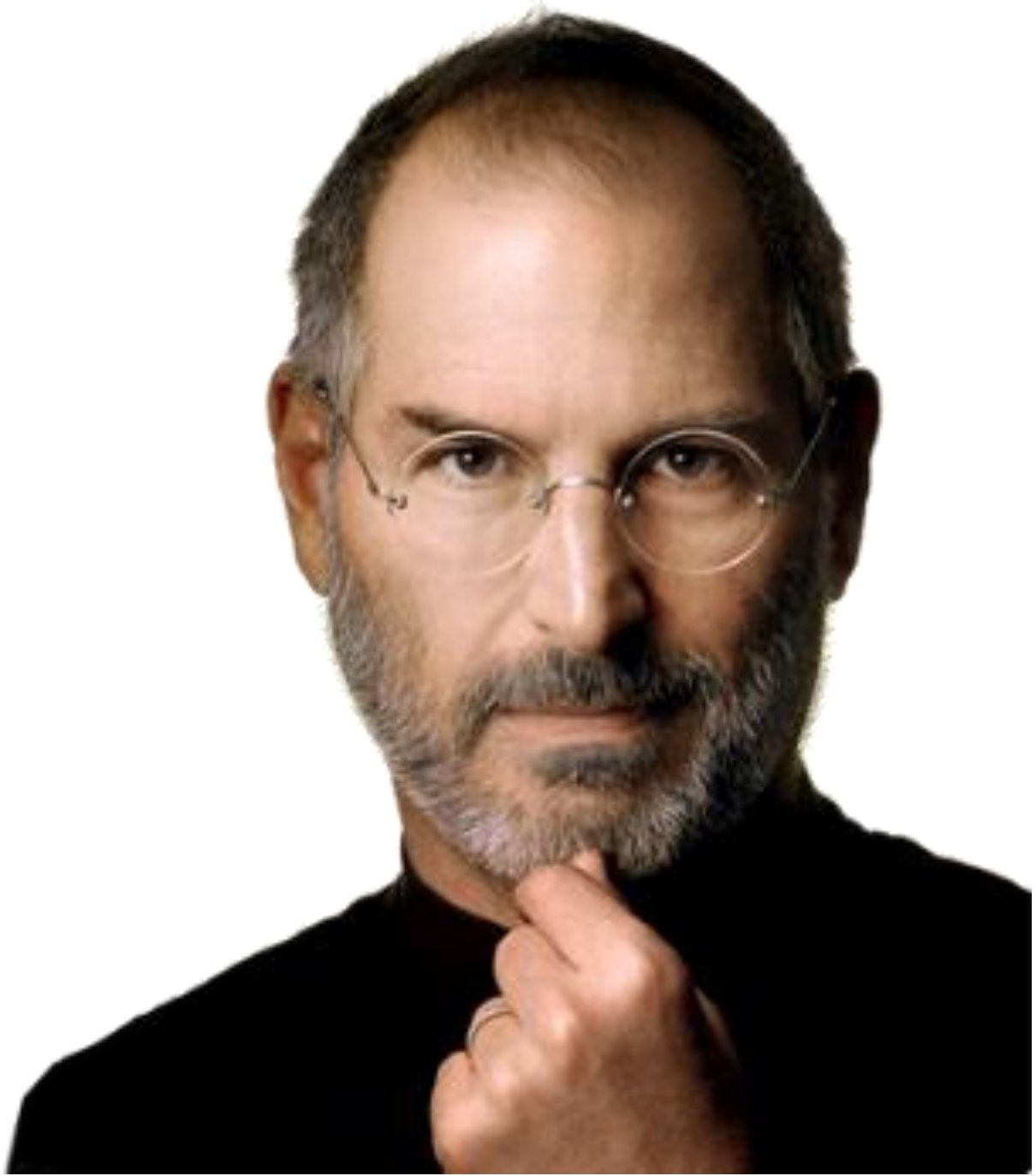




STEVE JOBS

CHAPTER ONE - WHO WAS STEVE JOBS?



Steve Jobs was a brilliant inventor. He loved computers, and he invented some very special things. He was also a very good businessman. Because of Steve, the world today has home computers, smartphones and tablets.

The young Steve learned a lot from his dad about building and fixing things. But he loved electronics and technology more. This love changed his life, and it also changed the world.

In, 1976, Steve started a company with his friend Steve Wozniak. They called their company Apple. Apple invented some brilliant computers. Later, Sir Tim Berners-Lee invented the internet. He did this on one of Steve's Job's computers.

Steve also helped to make new animation using brilliant technology. He had a company called Pixar, and their first movie was *Toy Story*.

In 2001, Steve gave the world the iPod. The iPod was small, but it could hold 1,000 songs. After the iPod, Steve invented the iPhone.

People could make calls on the iPhone, and they could send messages. They could also play games, and they could use the internet. They could do all this on one small phone! This was very new, and it was very special.

Sadly, Steve became ill with cancer, and he died in 2011. He was only 56, but he did a lot in his short life. Now, let's go back to the start in 1955.

CHAPTER TWO - STEVE'S EARLY LIFE



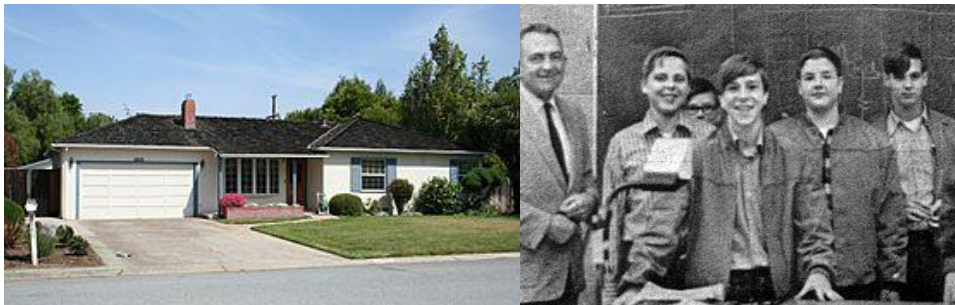
Steve came into this world on 24th February 1955 in San Francisco, California. His birth mother could not keep him, and a man and woman adopted him. They were called Paul and Clara Jobs.

Steve's parents were kind people, and they loved Steve very much. Steve loved his parents, and he was happy. "Our boy is very special," thought Paul and Clara, and they were right. In 1957, they also adopted a baby girl. She was called Patty, and she became Steve's little sister.

Paul Jobs fixed cars, and then he sold them. He was brilliant at building and fixing lots of things. He wanted these things to look right and work well. The parts inside them also had to look right and work well. The young Steve loved watching Paul, and he learned a lot from him. He learned about doing a job well.

Steve was an intelligent boy, but he did not enjoy school very much. "The lessons are too easy for him," thought Paul and Clara.

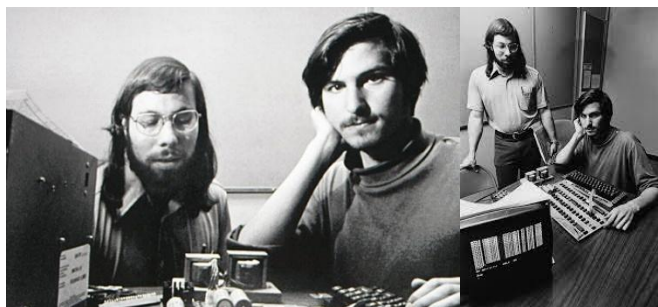
Sometimes, Steve was not a good boy at school, and the teachers sent him home. School became very difficult for Steve, and he was not happy. He did not have many friends, and some children were not very nice to him. Because of this, Steve wanted to go to a different school. He asked his parents for this again and again.



In 1967, the Jobses bought a new house on Crist Drive in Los Altos, California, and Steve started at a new school. Lots of families lived in Los Altos, and many of them worked for electronics and technology companies. Los Altos is in the south of the San Francisco Bay in the Santa Clara Valley. This part of California is often called Silicon Valley, and it is famous for its technology and its money. Because of Steve, Crist Drive is now famous too.

At his new school, Steve became friends with Steve Wozniak. "Woz" was a happy young man. Sometimes, Steve and Woz argued, but they were friends for many years. Woz was a bit older than Steve. He loved inventing things and he was brilliant with electronics.

In 1971 and 1972, Steve and Wozniak made a blue box. In those days, phoning someone in a different part of the country was expensive. But, with Steve and Woz's blue box, it did not cost anything. (The phone companies were not very happy about this!) The blue box was Steve and Woz's first invention together. It was the start of something very special.



CHAPTER THREE – LIFE AFTER SCHOOL

Steve finished school, and, in 1973, he chose to go to Reed College in Portland, Oregon. It was a very expensive college, and it was not easy for his parents to send him there.

But college was not a great place for Steve. He did not want to go to all his classes, and that was a problem. He wanted to learn about other things. Music became an important part of his life, and he went to parties and met new people. Steve and these people liked to think about the world differently. “There are more important things in life than studying and working,” they thought.

After some time, Steve left college. But sometimes he went back and sat in some of the classes there. The college was happy for him to do that. One of those classes was calligraphy. Calligraphy is the art of beautiful writing. It quickly became one of Steve’s favourite classes.

Later, Steve’s love for calligraphy changed computers. Today, you can use different fonts on a computer to make the words look different on the screen. This was Steve’s idea. The font in this book is Baskerville Old Face. At the start, Steve used the names of cities for his fonts. You cannot use it now, but his early computers used a font called Chicago.

Look at:

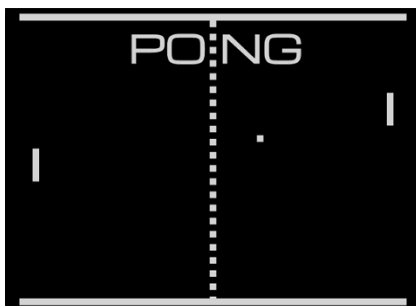
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You can change fonts very easily in your computer. You can also make them bigger or smaller. Thank you, Steve Jobs. I can use your ideas in a book all about you.

Next, Steve got a job at a computer company called Atari. Atari were famous for one of the first video games. The game was called Pong. It looks very old now, but it is a great game!



Steve was very good at his job, but he was difficult to work with. “He is very rude!” thought some people. Because of this, Atari asked him to work at night. Sometimes, Woz visited him at work. One day, Atari had a problem with one of their video games. “I will fix it,” said Steve. But he could not fix it. He asked Woz to fix it. “We can both have the money for fixing it,” Steve said. Wozniak fixed the problem, but then the two friends argued about the money.

From a young age, Steve liked to think a lot. He thought about life and the world, and he studied different ideas from India and Japan. In 1974, Steve left Atari, and he travelled to India. He wanted to learn more about ideas there. In India, Steve became ill for some time, and he got very thin. But he loved his time there. He saw and learned a lot.

After his time in India, Steve stayed on a friend’s apple farm in Portland, Oregon. It was called all Farm One. People liked to stay there and rest. They talked about life’s big questions. They also worked on the farm, and they ate together. Steve liked working on the farm, and he ate a lot of apples. And, of course, later the apple became very important to him.

CHAPTER FOUR - APPLE



In 1975, Wozniak visited the Homebrew Computer Club. There, people talked about their ideas and their inventions. Woz did not say very much at the club, but he learned a lot about very small computers. He started working on some ideas. He wanted to build a smaller computer with everything inside it. At that time, computers were very big, and they needed lots of different parts.

Woz told Steve about the ideas and inventions at the Homebrew Club. Steve watched Woz use a keyboard. He saw words on the screen for the first time, "This is brilliant," Steve thought. He started going to the Homebrew Computer Club too, and he showed everyone Wozniak's work. Steve was good at talking, and people always listened to him. Together, Woz and Steve were a great pair.

Steve and Woz built a computer together, and, in 1976, they were ready to show it to the Homebrew Club. Woz loved the computer a lot, and he wanted other computer people to use it and play with it. He did not want any money for the computer. He wanted to give it to people. But Steve had different ideas, and the two friends argued. Steve wanted to sell the computer and make money for more inventions. And he did not want the computer to be only for computer people. He wanted everyone to use it. "We must start a business," he said. After some time, Woz said "yes". Sometimes, it was difficult to say "no" to Steve!

Now Steve and Woz needed a name for their business. They chose "Apple" because of Steve's time at All Farm One. It was a strange name for a computer business. "The word 'apple' is friendly," thought Steve. "Also, 'Apple' will be in front of 'Atari' in the phone book." At the time, a lot of people were frightened of computers. Having one at home was a very new idea. Steve wanted to change all this.

Steve and Wozniak also needed money for their new company. They sold some of their things, but they needed more money. They asked Steve's friend Ron Wayne to become part of the company, and he said "yes". He gave them some money, and on 1st April 1976, they started the Apple Computer Company. Steve and Wozniak each had 45 percent of the company, and Ron had 10 percent. But, after a very short time, Ron sold his part of the company back to Steve and Wozniak.

Steve and Woz started building computers in Steve's parents' house and garage. Some of their friends helped them. Steve looked hard at every computer for problems. Each computer had to work well and look right. It had to be perfect, or Steve got angry. After a short time, a shop started selling their computers. This was the start of Apple!

The Apple I was exciting, but its design was not great. Steve wanted the computer to look beautiful, and for this he needed more money. This time, businessman Mike Markkula bought a part of Apple, and the company became Apple Computer Inc. Steve worked hard. He wanted more people to know about Apple and their computers. At the same time, Woz worked hard on ideas for another, better computer. In 1977, Steve and Wozniak launched the Apple II, the world's first colour computer. Having colour for the first time was very special. In the same year, Rob Janoff designed the Apple logo. It is one of the most famous logos in the world. Every Apple product has this logo on it



The company sold nearly six million Apple IIs in sixteen years. Home computers started to become a normal part of people's lives. In 1978, Apple left the family garage and began working in an office in Cupertino. The company is in Cupertino today.



Apple Corps v Apple Com*From Wikipedia, the free encyclopedia*

Between 1978 and 2007, there were a number of legal disputes between Apple Corps (owned by the Beatles) and the computer manufacturer Apple Computer (now Apple Inc.) over competing trademark rights, specifically over the use of the name "Apple" and their respective logos which consist of a profile of an apple. Apple Inc. paid Apple Corps. over three settlements: \$80,000 in 1978, \$26.5 million in 1991, and \$500 million in 2007, when Apple Inc. acquired all the trademarks related to "Apple".



CHAPTER FIVE – WORKING WITH STEVE

Steve argued a lot with people, and he was sometimes difficult to work with. He often got angry and could be rude to people. But, at other times, he was brilliant to work with. Steve felt strongly about Apple and its computers, and he wanted them to be the best.

In 1980, some people were able to buy small parts of the Apple company. These parts are called shares. Because Apple sold lots of computers, these people quickly became rich. Steve was also now very rich, and he was only 25 years old!

In 1980, Apple launched the Apple III, and, in 1983, they launched the Apple Lisa. These computers did not sell as well as the Apple II. But it was not a big problem for Apple because they sold so many Apple IIs.

Why did they call the computer the Apple Lisa? In 1978, a woman had a baby girl at All Farm One. The woman was called Chrisann Brennan. The baby was called Lisa, and Steve helped to choose the name. “Lisa is not my baby,” said Steve later, but this was not true. Then, Steve said, “Yes, Lisa is my daughter,” and Lisa became Lisa Brennan-Jobs. Things were often difficult between Steve and Lisa, and he was sorry for those early days.

The company grew bigger and bigger, and there were now more people for Steve to push and argue with. Because of this, Apple stopped him working on the Apple Lisa, and they gave him another product to work on. This computer was later called the Apple Macintosh. It was a cheaper computer, and it was very easy to use. Anyone could buy and use it.

Steve chose some great people to work with him on the Apple Macintosh. He pushed them hard. “We will do things differently because we are pirates!” they thought. Working for Steve was hard, but it was also exciting. Steve wanted the design of the Apple Macintosh to be beautiful, and he wanted it to work perfectly. The parts inside the computer had to be perfect too. He remembered the lessons from his father. Steve was good at talking, and people always listened to him. He loved showing people his ideas, and his product launches became famous. His first big launch was for the Macintosh computer. At the launch, Steve stood on stage and started to talk. The computer was inside a bag on a table on the other side of the stage. Everyone listened. Then, Steve took the computer out of the bag, and he started to use it. There were pictures of fonts, games, a picture of Steve, and lots of other things on the computer. “This is wonderful.” thought the people at the launch. And then the computer spoke to them!

“HELLO, I’M Macintosh

IT SURE IS GREAT TO GET OUT OF THAT BAG.”

Everyone laughed. It was a brilliant launch.

After that, Apple’s launches for its greatest products were always special. Lots of people loved Apple products because they were new bits of technology. But they also loved them because they were art. Their design was beautiful, and they made people happy. People often waited all night outside Apple Stores because they wanted to buy the newest Apple products. And they were happy to pay a lot of money for them.

CHAPTER SIX - LEAVING APPLE

Steve started to have more problems at Apple because he was not easy to work with. He was often rude to people. At that time, the boss of Apple was John Sculley. Steve and John worked well together at the start. But then Steve started to argue a lot with John and other people because they had very different ideas about Apple. In 1985, Steve left the company. "Apple isn't my home anymore," he thought.

Steve took some of his favourite people from Apple with him, and he started another company. He wanted to build a computer for businesses and colleges. The computer was called NeXT. Business computers were something different for Steve.

Again, Steve wanted the computer to look beautiful. But this was difficult because the NeXT was big and like a box. It cost a lot of money and time to build and design it. The NeXT finally launched on 12th October 1988. It was another great launch, and Steve was on stage for three hours. The NeXT was a very good computer, and it had brilliant software. Sir Tim Berners-Lee invented the internet on a NeXT. But the NeXT cost \$6,500 and this was too expensive for most businesses. It did not sell well, but it brought a lot of good ideas to the world of computers. You could read books on the NeXT. This was the beginning of electronic books (e-books).

Steve often worked on lots of things at the same time. In 1985, he visited George Lucas's company, Lucasfilm. George Lucas was famous for his Star Wars films. At Lucasfilm, there was a smaller company called the Graphics Group and George Lucas wanted Steve to see its work.

The Graphics Group made computers and software, and it did brilliant things with pictures and animation. Steve loved the Graphics Group's work because it brought art and technology together.

In 1986, Steve bought the Graphics Group and called it Pixar. The company had a very special computer. It could do lots of brilliant things with pictures. Steve planned to sell lots of these computers to companies. The computers were very good, but they cost \$125,000. Not many companies bought them.

But Pixar made animation easier, and Disney started using its technology for their films. Pixar and Disney then started working together. In 1995, they gave the world the film *Toy Story*. That film changed the world of animation and cinema. Pixar and Disney planned to make more films together, but Steve and Disney argued a lot. Pixar made *Toy Story*, but only Disney had their name on it. Steve wanted Pixar's name on the films too. At first, Disney did not want this, but Steve was a brilliant businessman! After some time, Disney said "yes". It was difficult to say "no" to Steve!

Pixar became as famous as Apple, and they made a lot of films. Here are their first ten films. How many do you know?

Toy Story (1995)

Finding Nemo (2003)

Ratatouille (2007)

A Bug's Life (1998)

The Incredibles (2004)

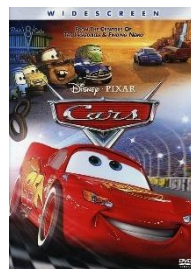
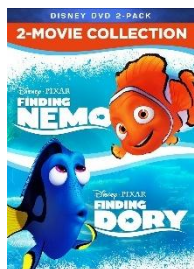
Wall-E (2008)

Toy Story 2 (1999)

Cars (2006)

Up (2009)

Monsters, Inc. (2001)



CHAPTER SEVEN - FINDING HIS FAMILY



Steve always loved Paul and Clara Jobs. They were wonderful parents. Steve knew about his adoption, but he did not know anything about his birth parents.

In 1986, Clara Jobs died, and Steve, started to look for his birth mother. After some time, he found her. Her name was Joanne, and she told Steve more about his life story. His birth father was called Abdulfattah. Abdulfattah and Joanne were husband and wife, and they had another baby after Steve. She was called Mona, and she was Steve's sister. Joanne and Abdulfattah were not together now.

Joanne learned a lot about Steve and his brilliant life. She was sorry about his adoption, but he was not angry. "Because of my birth mother, I am in this world." he thought. Joanne and Steve now became close for the first time in their lives. Steve also met his sister, and they became friends. Mona wrote books, and she lived in New York.

Mona helped Steve to look for Abdulfattah. Mona found him, but she did not tell Abdulfattah about Steve. Steve did not want Abdulfattah to know about him.

Mona learned a bit more about their birth father. He had a lot of restaurants. Rich people from technology companies often went to one of these restaurants. Steve knew the restaurants, and he remembered going there! Later, someone told Abdulfattah about his famous son, but Steve and Abdulfattah never wanted to meet.

In 1989, Steve met Laurence Powell. Laurence was funny, strong and intelligent. She made Steve very happy, and they married in 1991. They had three children together, and they called them Reed, Erin and Eve. Steve also made things better with his first daughter, Lisa.



But, back at Apple, there were lots of problems. The answer to these problems was Steve's NeXT company and all his brilliant inventions there. In 1997, Apple bought NeXT. Steve was back at Apple! This time, things were better for him, and, in 2000, he became the boss of Apple. After this, things started to get very exciting in the world of technology!

CHAPTER EIGHT - THE IPOD, THE IPHONE AND THE IPAD

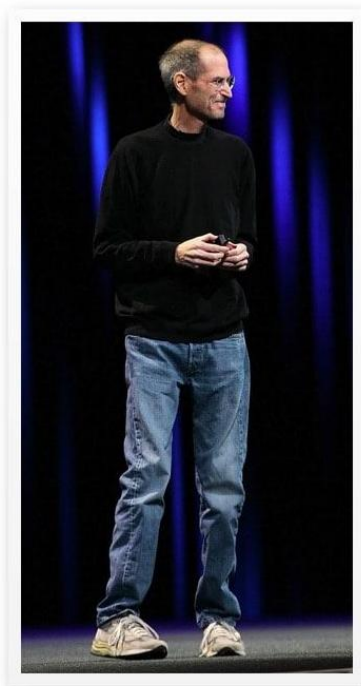


In 2001, Steve showed the iPod to the world. It was one of his most famous launches. He stood on stage with nothing. Then, he held something up. This was the iPod. It was small and easy to use, but it could hold 1,000 songs. Before the iPod, people carried bigger and heavier CD players. This new product was very exciting.

Steve loved music. He invented the iPod because he wanted one in his life. And then he gave it to the world. For the first time, people could “shuffle” their music. The iPod chose the songs, not the person. This was very new technology.

The iPod also looked great. A brilliant designer helped to design it. He was called Jony Ive, and Steve worked with him a lot. Jony helped to design all of Apple’s great products. He was a very special designer, and Steve loved working with him.

Steve liked to do things differently, and he also liked to look different. He was a businessman, but he did not like to wear business clothes. He usually wore a black roll-neck sweater, Levi’s jeans and New Balance trainers. Everyone knew him because of his clothes and his beard and round glasses. Young Steve had long hair and did not wear shoes. Older Steve also chose to look different.



After the iPod, Steve launched the iTunes software. With iTunes, people could buy and keep music on their computers. Together with the iPod, this changed the world of music. Apple controlled everything – they had the computer, the software and the iPod. Other companies could only watch! In 2003, the iTunes store sold 25,000,000 songs. People could now buy different iPods too. Some were small and some showed videos. One had no screen and only shuffled songs.

What was better than an iPod? The answer was an iPod *and* a phone. On 29th June 2007, Apple launched the iPhone. The iPhone was a phone with an iPod inside it. It also had a camera, the internet, emails, messages, a video player and games. It had everything in one place, in your hand. You could control things on the screen with your finger. The screen could change from a phone to a keyboard to a video screen. The iPhone looked great, and Jony and Steve designed a beautiful box for it too. Most importantly, the iPhone was very easy to use. People already had mobile phones, but the iPhone was very different and very special.

In 2008, Apple launched its AppStore. Do you like to play games on a phone or a tablet? Games are one example of an “app”. Computers have always had apps, but now they are much easier to use. People use them to look for train times and use Facebook or Twitter. They use them to do shopping, read newspapers and lots of other things. Sometimes, doctors use them in their work. Apple’s App Store put the different apps into groups, and people loved them.

In January 2010, Apple launched the iPad. The iPad was a thin, beautiful tablet. It could do more than an iPhone, but it was not as big as a computer. It was also very easy to use. You only needed your finger, and you did not need a keyboard. Because the tablet had a bigger screen, the app designers could do more exciting things. Eighteen months later, the App Store had a total of 425,000 apps. Wow! These were great times for Apple.

CHAPTER NINE - A BRILLIANT LIFE

Things at Apple were great, but, at the same time, Steve did not feel well. And because he was the boss of both Apple and Pixar, he was very tired. In October 2003, the doctors gave him some very bad news. Steve was very ill. He had cancer, and he needed an operation. At first, he did not want to have the operation, but, in 2004, he said “yes”. He became very thin, and other people at Apple had to do parts of his job. The cancer did not go, and he became worse. In 2009, he had another operation. He started to get better, and he went back to work.

Steve worked for about another eighteen months, but then he had to stop. On 24th August 2011, he left the company, and this time he did not go back. He died six weeks later on 5th October. He was 56. He was at home with his wife, children and two sisters. He looked at them all, and he said, “Oh wow. Oh wow. Oh wow.” And then he died.

Steve did a lot in his life. He made some very special products. And he found some special people to help him. They worked hard for him. Did people ask for home computers, smartphones or tablets? No, they did not. But Steve could see a world with these products in it, and because of this he invented them. From the beginning, Steve was a man with big ideas. He liked to do things differently, and sometimes this made him difficult. He was not always great at listening to other people, and sometimes he could be rude to them. He wanted control over everything, and he wanted his products to be perfect. But many people did their best work with him. He was an inventor, a businessman and an artist. He liked to think differently about the world. He was a very special person, and his ideas made millions of people happy.

Steve always liked to finish his launches with the same three words. He waited near the end, and then he said, “One more thing...” And, with those words, he started the most exciting part of his launch.