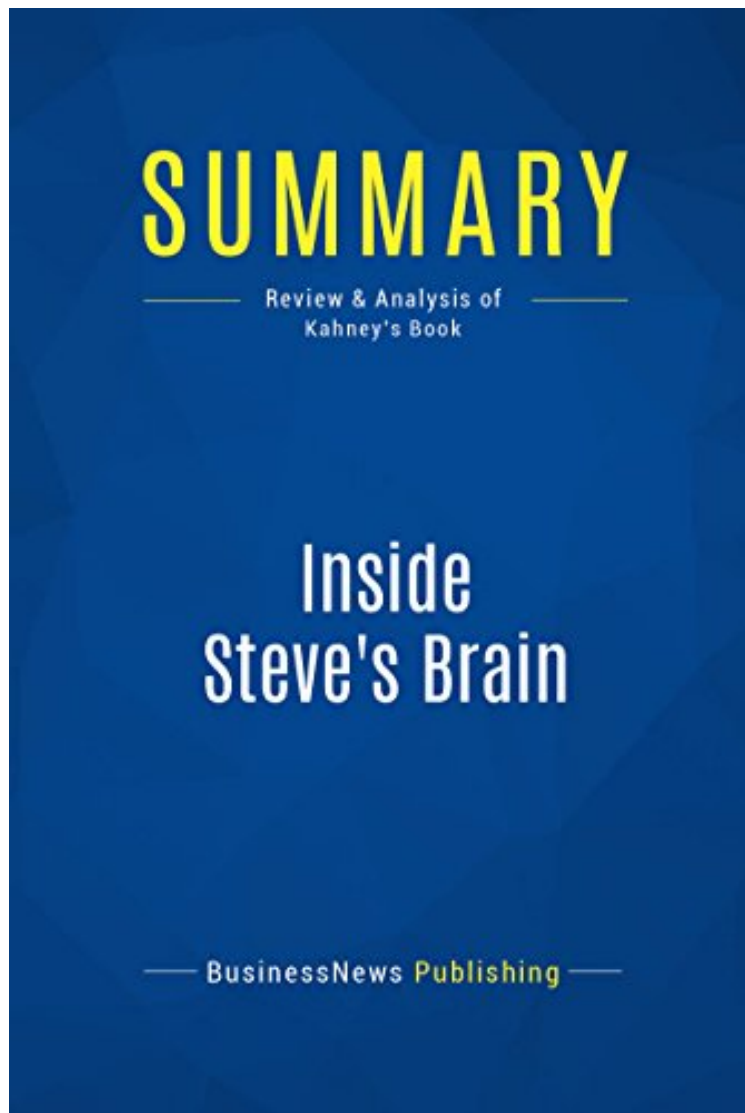


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BusinessNews Publishing : Summary: Inside Steve's Brain: Review and Analysis of Kahney's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Inside Steve's Brain: Review and Analysis of Kahney's Book:

The must-read summary of Leander Kahney's book: "Inside Steve's Brain: The Principles that Guide Steve Jobs as He

Launches Killer Products, Attracts Fanatically Loyal Customers, and Manages Some of the World's Most Powerful Brands". This complete summary of the ideas from Leander Kahney's book "Inside Steve's Brain" shows that Steve Jobs has single-handedly revolutionised the personal computer industry, built Pixar, dramatically changed the music industry and turned around a Fortune 500 company in dire straits. He has the reputation of being a tricky person to work with, but he's a self-made billionaire who must be doing something right. This summary analyses Steve Jobs' career, identifying some key personality traits which have propelled him to the top. It also looks at each trait, and demonstrates how it's helped him in crucial decisions. For example, Jobs is focused: he's aware of what he's good at, and what he's not. He delegates the latter in order to focus on the former. He takes that philosophy into a wider arena, by always concentrating on what Apple does best as well. Jobs is a perfectionist: this has meant that good projects have been killed, and that product design takes longer. But this has paid off, because Apple has won countless design awards and intuitive design is one of its USPs. Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Inside Steve's Brain" and discover a fascinating book, combining biographical detail with business advice and strategy analysis.