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Alan Ken Thomas

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Edited by
Alan Ken Thomas

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Steve Jobs, CEO of Apple Inc., was truly one of this generation's most innovative and forward-thinking entrepreneurs. Apple, under his vision and direction, changed the way people interact with each other and think about technology. Known as much for his genius as his privacy, the advice and knowledge he did share with the world gives exclusive insight into the most important man of the past century. "Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma—which is living with the results of other people's thinking." "We have always been shameless about stealing great ideas." "The cure for Apple is not cost-cutting. The cure for Apple is to innovate its way out of its current predicament." "Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything—all external expectations, all pride, all fear of embarrassment or failure—these things just fall away in the face of death, leaving only what is truly important."

About the AuthorAlan Ken Thomas is a graduate of Union College and has worked in both newspaper and book publishing. He lives and writes in Schenectady, New York.