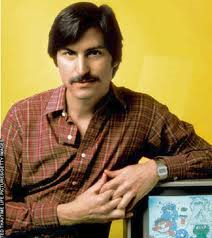
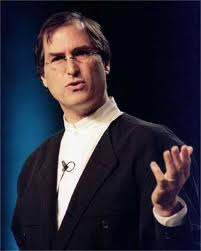
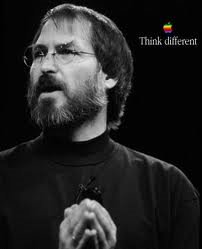
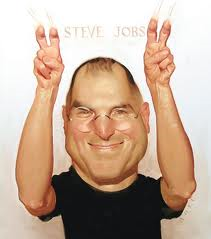
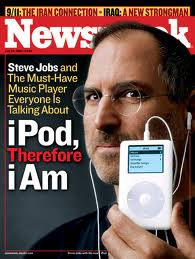
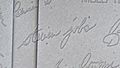
**Steven Paul Jobs** February 24, 1955 – October 5, 2011

<http://en.wikipedia.org/wiki/Steve_Jobs>



Jobs holding a white [iPhone 4](http://en.wikipedia.org/wiki/IPhone_4) at [Worldwide Developers Conference](http://en.wikipedia.org/wiki/Worldwide_Developers_Conference) 2010 Born Steven Paul Jobs  
February 24, 1955(1955-02-24)[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0)[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1)  
San Francisco, California, US[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0)[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1) Died October 5, 2011(2011-10-05) (aged 56)[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1)  
[Palo Alto, California](http://en.wikipedia.org/wiki/Palo_Alto,_California), US Cause of death [Respiratory arrest](http://en.wikipedia.org/wiki/Respiratory_arrest)/[pancreatic cancer](http://en.wikipedia.org/wiki/Pancreatic_cancer)[[3]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-SJobs-20111011-2) Nationality American [*Alma mater*](http://en.wikipedia.org/wiki/Alma_mater) [Reed College](http://en.wikipedia.org/wiki/Reed_College) (one semester) Occupation Co-founder, Chairman and CEO, [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.), CEO, [Pixar](http://en.wikipedia.org/wiki/Pixar) Years active 1974–2011 Net worth increase$7.0 billion (September 2011)[[4]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Forbes_400_Richest_Americans-3) Board member of [The Walt Disney Company](http://en.wikipedia.org/wiki/The_Walt_Disney_Company),[[5]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_Walt_Disney_Company_and_Affiliated_Companies-4) [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.) Spouse [Laurene Powell](http://en.wikipedia.org/wiki/Laurene_Powell_Jobs)  
(1991–2011, his death) Children 4 -- [Lisa Brennan-Jobs](http://en.wikipedia.org/wiki/Lisa_Brennan-Jobs), Reed, Erin, Eve Relatives [Mona Simpson](http://en.wikipedia.org/wiki/Mona_Simpson_%28novelist%29) (sister) Signature [](http://en.wikipedia.org/wiki/File:SteveJobsSignatureInsideOriginalMacintoshCase-Villenero.jpg)

was an American businessman and visionary widely recognized (along with his Apple business partner [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak)) as a charismatic pioneer of the [personal computer revolution](http://en.wikipedia.org/wiki/History_of_personal_computers#The_beginnings_of_the_personal_computer_industry). He was co-founder, chairman, and chief executive officer of [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.) Jobs was co-founder and previously served as chief executive of [Pixar Animation Studios](http://en.wikipedia.org/wiki/Pixar); he became a member of the board of directors of [the Walt Disney Company](http://en.wikipedia.org/wiki/The_Walt_Disney_Company) in 2006, following the acquisition of Pixar by Disney.

In the late 1970s, Apple co-founder [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) engineered one of the first commercially successful lines of personal computers, the [Apple II series](http://en.wikipedia.org/wiki/Apple_II_series). Jobs directed its aesthetic design and marketing along with [A.C. "Mike" Markkula, Jr.](http://en.wikipedia.org/wiki/Mike_Markkula) and others.

In the early 1980s, Jobs was among the first to see the commercial potential of [Xerox PARC](http://en.wikipedia.org/wiki/PARC_%28company%29#The_GUI)'s [mouse](http://en.wikipedia.org/wiki/Computer_mouse)-driven [graphical user interface](http://en.wikipedia.org/wiki/Graphical_user_interface), which led to the creation of the [Apple Lisa](http://en.wikipedia.org/wiki/Apple_Lisa) (engineered by [Ken Rothmuller](http://en.wikipedia.org/w/index.php?title=Ken_Rothmuller&action=edit&redlink=1) and [John Couch](http://en.wikipedia.org/wiki/John_Couch)) and, one year later, of Apple employee [Jef Raskin](http://en.wikipedia.org/wiki/Jef_Raskin)'s [Macintosh](http://en.wikipedia.org/wiki/Macintosh). After losing a power struggle with the board of directors in 1985, Jobs left Apple and founded [NeXT](http://en.wikipedia.org/wiki/NeXT), a [computer platform](http://en.wikipedia.org/wiki/Computer_platform) development company specializing in the higher-education and business markets.

In 1986, he acquired the computer graphics division of [Lucasfilm Ltd](http://en.wikipedia.org/wiki/Lucasfilm), which was spun off as [Pixar Animation Studios](http://en.wikipedia.org/wiki/Pixar).[[6]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Pixar_History_1986-5) He was credited in [*Toy Story*](http://en.wikipedia.org/wiki/Toy_Story) (1995) as an executive producer. He remained [CEO](http://en.wikipedia.org/wiki/Chief_executive_officer) and majority shareholder at 50.1 percent until its acquisition by [The Walt Disney Company](http://en.wikipedia.org/wiki/The_Walt_Disney_Company) in 2006,[[7]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_2006-6) making Jobs Disney's largest individual shareholder at seven percent and a member of Disney's Board of Directors.[[8]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-DisneyBuysPixar-7)[[9]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Disney-8) Apple's 1996 buyout of NeXT brought Jobs back to the company he co-founded, and he served as its interim CEO from 1997, then becoming permanent CEO from 2000 onwards, spearheading the advent of the [iMac](http://en.wikipedia.org/wiki/IMac), [iTunes](http://en.wikipedia.org/wiki/ITunes), [iPod](http://en.wikipedia.org/wiki/IPod), [iPhone](http://en.wikipedia.org/wiki/IPhone), and [iPad](http://en.wikipedia.org/wiki/IPad).[[10]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-DNA200905-9) In buying NeXT, Apple also "acquire[d] the operating system that became [Mac OS X](http://en.wikipedia.org/wiki/History_of_Mac_OS_X#Changed_direction_under_Jobs)."[[11]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-10) From 2003, Jobs fought an eight-year battle with cancer,[[12]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-11) and eventually resigned as CEO in August 2011, while on his third medical leave. He was then elected chairman of Apple's board of directors.

On October 5, 2011, around 3:00 p.m., Jobs died at his home in [Palo Alto, California](http://en.wikipedia.org/wiki/Palo_Alto,_California), aged 56, six weeks after resigning as CEO of Apple. A copy of his death certificate indicated [respiratory arrest](http://en.wikipedia.org/wiki/Respiratory_arrest) as the immediate cause of death, with "[metastatic](http://en.wikipedia.org/wiki/Metastatic) [pancreas](http://en.wikipedia.org/wiki/Pancreas) [neuroendocrine tumor](http://en.wikipedia.org/wiki/Neuroendocrine_tumor)" as the underlying cause. His occupation was listed as "entrepreneur" in the "high tech" business.[[13]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-theglobeandmail-12)

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## Early life and education

Steven Paul Jobs was born in San Francisco in 1955 and adopted at birth by Paul Reinhold Jobs (1922-1993) and Clara Jobs (1924-1986). Clara's maiden name was Hagopian.[[14]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-13) When asked about his "adoptive parents," Jobs replied emphatically that Paul and Clara Jobs "were my parents."[[15]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYTimes_19970112-14)He later stated in his authorized biography that they "were my parents 1,000%."[[16]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-issacsonone-15)

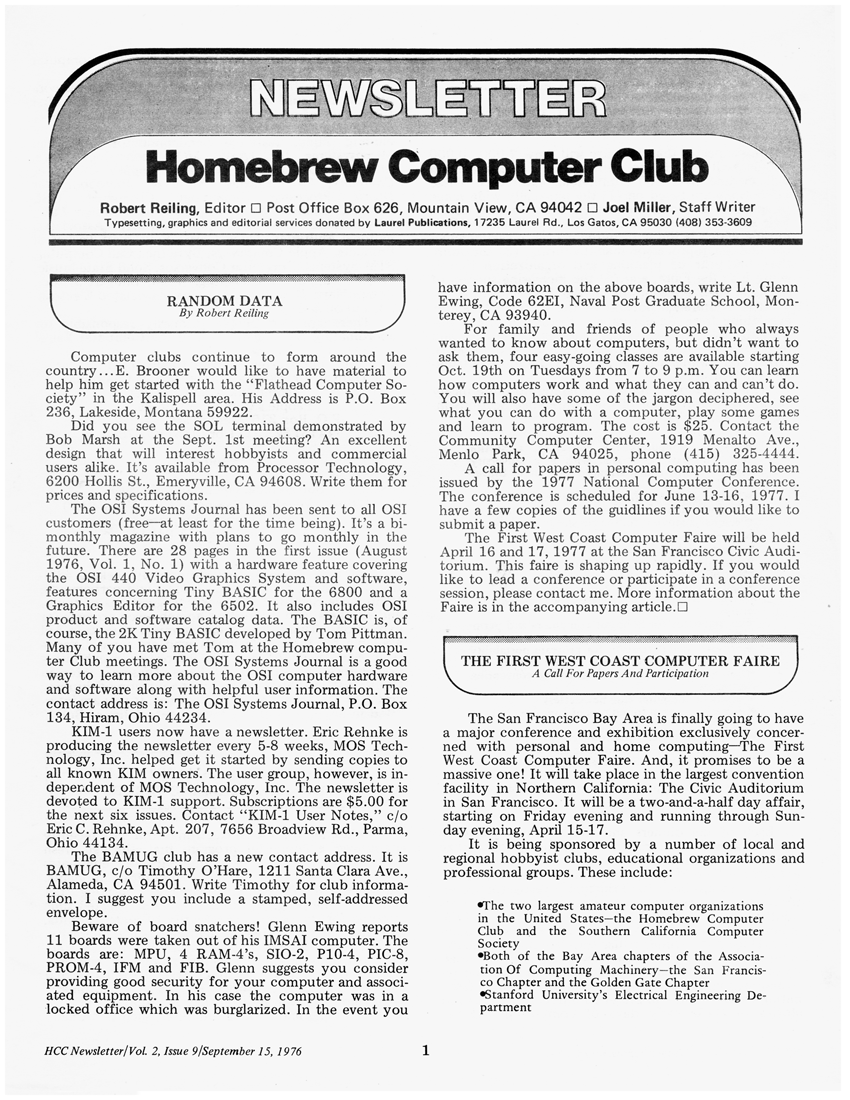
The Jobs family moved from San Francisco to [Mountain View, California](http://en.wikipedia.org/wiki/Mountain_View,_California) when Steve was five years old.[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0)[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1) Paul and Clara later adopted a daughter, Patti. Paul Jobs, a machinist for a company that made [lasers](http://en.wikipedia.org/wiki/Laser), taught his son rudimentary electronics and how to work with his hands.[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0) Clara was an accountant,[[15]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-NYTimes_19970112-14) who taught him to read before he went to school.[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0) Clara Jobs had been a payroll clerk for [Varian Associates](http://en.wikipedia.org/wiki/Varian_Associates), one of the first high-tech firms in what became known as Silicon Valley.[[17]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-16)[[18]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-17) Asked in a 1995 interview what he wanted to pass on to his children, Jobs replied, "Just to try to be as good a father to them as my father was to me. I think about that every day of my life."

During World War II, Paul Jobs joined the Coast Guard and "ferried troops around the world for [General Patton](http://en.wikipedia.org/wiki/George_S._Patton). I think he was always getting into trouble and getting busted down to Private,"[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0) Jobs said. A machinist by trade, his father worked hard and was "a genius with his hands."

Jobs told an interviewer, "I was very lucky. My father, Paul, was a pretty remarkable man."[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0) When his son was five or six, Paul Jobs sectioned a piece of his workbench and gave it to Jobs, saying "'Steve, this is your workbench now.' And he gave me some of his smaller tools and showed me how to use a hammer and saw and how to build things. It really was very good for me. He spent a lot of time with me... teaching me how to build things, how to take things apart, put things back together."[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0) Jobs also noted that while his father "did not have a deep understanding of electronics [...] he'd encountered electronics a lot in automobiles and other things he would fix. He showed me the rudiments of electronics and I got very interested in that."[[1]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smithsonian_1995-0)

Jobs attended Monta Loma Elementary, Cupertino Junior High and [Homestead High School](http://en.wikipedia.org/wiki/Homestead_High_School_%28California%29) in [Cupertino, California](http://en.wikipedia.org/wiki/Cupertino,_California).[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1) He frequented after-school lectures at the [Hewlett-Packard Company](http://en.wikipedia.org/wiki/Hewlett-Packard_Company) in [Palo Alto, California](http://en.wikipedia.org/wiki/Palo_Alto,_California), and was later hired there, working with [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) as a summer employee.[[19]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-applemuseum-18) Following high school graduation in 1972, Jobs enrolled at [Reed College](http://en.wikipedia.org/wiki/Reed_College) in [Portland, Oregon](http://en.wikipedia.org/wiki/Portland,_Oregon). Although he dropped out after only one semester,[[20]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-guardian2004-19) he continued [auditing](http://en.wikipedia.org/wiki/Academic_audit) classes at Reed, while sleeping on the floor in friends' rooms, returning Coke bottles for food money, and getting weekly free meals at the local [Hare Krishna](http://en.wikipedia.org/wiki/International_Society_for_Krishna_Consciousness) temple.[[21]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-commencement-20) Jobs later said, "If I had never dropped in on that single [calligraphy](http://en.wikipedia.org/wiki/Calligraphy) course in college, the Mac would have never had multiple [typefaces](http://en.wikipedia.org/wiki/Typeface) or proportionally spaced fonts."[[21]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-commencement-20)

## Early career



Homebrew Computer Club Newsletter, September 1976

In 1974, Jobs took a job as a technician at [Atari, Inc.](http://en.wikipedia.org/wiki/Atari,_Inc.) in [Los Gatos, California](http://en.wikipedia.org/wiki/Los_Gatos,_California).[[22]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-21) He traveled to [India](http://en.wikipedia.org/wiki/India) in the summer of 1974[[23]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-22) to visit [Neem Karoli Baba](http://en.wikipedia.org/wiki/Neem_Karoli_Baba)[[24]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Il_santone_della_Silicon_Valley_che_ha_conquistato_i_tecno-boss-23) at his Kainchi Ashram with a Reed College friend (and, later, an early Apple employee), [Daniel Kottke](http://en.wikipedia.org/wiki/Daniel_Kottke), in search of spiritual enlightenment. However, when they got to the Neem Karoli ashram it was basically deserted after Neem Karoli had died earlier in the year.[[25]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-24) Then they made a long trek up a huge dry riverbed to an ashram of [Hariakhan Baba](http://en.wikipedia.org/wiki/Hariakhan_Baba). In India, they spent a lot of time on endless bus rides from [Delhi](http://en.wikipedia.org/wiki/Delhi) to [Uttar Pradesh](http://en.wikipedia.org/wiki/Uttar_Pradesh) and back, then up to [Himachal Pradesh](http://en.wikipedia.org/wiki/Himachal_Pradesh) and back.[[26]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-25)

Jobs left India after staying for seven months[[27]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-26) and returning to the US ahead of [Daniel Kottke](http://en.wikipedia.org/wiki/Daniel_Kottke),[[28]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-27) with his head shaved and wearing traditional Indian clothing.[[29]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Andrews-28)[[30]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-scotsman-29) During this time, Jobs experimented with [psychedelics](http://en.wikipedia.org/wiki/Psychedelic_drug), calling his [LSD](http://en.wikipedia.org/wiki/LSD) experiences "one of the two or three most important things [he had] done in [his] life".[[31]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Markoff2005-30) He later said that people around him who did not share his [countercultural](http://en.wikipedia.org/wiki/Counterculture) roots could not fully relate to his thinking.[[31]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Markoff2005-30)

Jobs returned to Atari and was assigned to create a [circuit board](http://en.wikipedia.org/wiki/Circuit_board) for the game [*Breakout*](http://en.wikipedia.org/wiki/Breakout_%28arcade_game%29). According to Atari co-founder [Nolan Bushnell](http://en.wikipedia.org/wiki/Nolan_Bushnell), Atari offered $100 for each chip that was eliminated in the machine. Jobs had little interest in or knowledge of circuit board design and made a deal with Wozniak to split the fee evenly between them if Wozniak could minimize the number of chips. Much to the amazement of Atari, Wozniak reduced the number of chips by 50, a design so tight that it was impossible to reproduce on an assembly line. According to Wozniak, Jobs told Wozniak that Atari gave them only $700 (instead of the offered $5,000) and that Wozniak's share was thus $350.[[32]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-breakout-31) Wozniak didn't learn about the bonus until about ten years later, but said that had Jobs told him about it and said he needed the money, Wozniak would have given it to him.[[33]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-32)

Jobs began attending meetings of the [Homebrew Computer Club](http://en.wikipedia.org/wiki/Homebrew_Computer_Club) with Wozniak in 1975.[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1) He greatly admired [Edwin H. Land](http://en.wikipedia.org/wiki/Edwin_H._Land), the inventor of instant photography and founder of [Polaroid Corporation](http://en.wikipedia.org/wiki/Polaroid_Corporation), and explicitly modeled his career after him.[[34]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_Man_Who_Inspired_Jobs-33)[[35]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_story_of_Polaroid_inventor_Edwin_Land.2C_one_of_Steve_Jobs.27_biggest_heroes-34)

## Career

### Apple Computer

See also: [History of Apple](http://en.wikipedia.org/wiki/History_of_Apple)



Home of Paul and Clara Jobs, on Crist Drive in [Los Altos, California](http://en.wikipedia.org/wiki/Los_Altos,_California). Steve Jobs formed Apple Computer in its garage with [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) and [Ronald Wayne](http://en.wikipedia.org/wiki/Ronald_Wayne) in 1976. Wayne stayed only a short time leaving Jobs and Wozniak as the primary co-founders of the company.



[Apple logo](http://en.wikipedia.org/wiki/History_of_Apple_Inc.) in 1977 created by [Rob Janoff](http://en.wikipedia.org/wiki/Rob_Janoff) with the rainbow color theme used until 1998.

Jobs and [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) met in 1971, when their mutual friend, Bill Fernandez, introduced 21-year-old Wozniak to 16-year-old Jobs. In 1976, Woz invented the [Apple I](http://en.wikipedia.org/wiki/Apple_I) computer. Jobs, Wozniak, and [Ronald Wayne](http://en.wikipedia.org/wiki/Ronald_Wayne) founded Apple computer in the garage of Jobs's parents in order to sell it.[[36]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Wayne01-35) They received funding from a then-semi-retired Intel product-marketing manager and engineer [A.C. "Mike" Markkula, Jr.](http://en.wikipedia.org/wiki/Mike_Markkula)[[37]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Markkula1997-36) As Apple continued to expand with Wozniak's next version, the [Apple II](http://en.wikipedia.org/wiki/Apple_II), the company began looking for an experienced executive to help manage its expansion.

In 1978, Apple recruited [Mike Scott](http://en.wikipedia.org/wiki/Michael_Scott_%28Apple%29) from [National Semiconductor](http://en.wikipedia.org/wiki/National_Semiconductor) to serve as CEO for what turned out to be several turbulent years. In 1983, Jobs lured [John Sculley](http://en.wikipedia.org/wiki/John_Sculley) away from [Pepsi-Cola](http://en.wikipedia.org/wiki/Pepsi-Cola) to serve as Apple's CEO, asking, "Do you want to sell sugar water for the rest of your life, or do you want to come with me and change the world?"[[38]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-His_Opportunity_to_Change_the_World-37) Apple president [Mike Markkula](http://en.wikipedia.org/wiki/Mike_Markkula) also wanted to retire and believed that Jobs lacked the discipline and temperament needed to run Apple on a daily basis and that Sculley's conventional business background and recent successes would give a more favorable image.[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]

In the early 1980s, Jobs was among the first to see the commercial potential of [Xerox PARC's](http://en.wikipedia.org/wiki/PARC_%28company%29#The_GUI) [mouse](http://en.wikipedia.org/wiki/Computer_mouse)-driven [graphical user interface](http://en.wikipedia.org/wiki/Graphical_user_interface), which led to the creation of the [Apple Lisa](http://en.wikipedia.org/wiki/Apple_Lisa). One year later, Apple employee [Jef Raskin](http://en.wikipedia.org/wiki/Jef_Raskin) invented the [Macintosh](http://en.wikipedia.org/wiki/Macintosh).[[39]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Wired_News:_We.27re_All_Mac_Users_Now-38)[[40]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-America.27s_Most_Admired_Companies:_Jobs.27_journey_timeline-39)

The following year, Apple aired a [Super Bowl](http://en.wikipedia.org/wiki/Super_Bowl) television commercial titled "[1984](http://en.wikipedia.org/wiki/1984_%28television_commercial%29)". At Apple's annual shareholders meeting on January 24, 1984, an emotional Jobs introduced the [Macintosh](http://en.wikipedia.org/wiki/Macintosh) to a wildly enthusiastic audience; [Andy Hertzfeld](http://en.wikipedia.org/wiki/Andy_Hertzfeld) described the scene as "pandemonium".[[41]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_Times_They_Are_A-Changin.27-40) The Macintosh became the first commercially successful small computer with a [graphical user interface](http://en.wikipedia.org/wiki/Graphical_user_interface).

While Jobs was a persuasive and charismatic director for Apple, some of his employees from that time described him as an erratic and temperamental manager. An industry-wide sales slump towards the end of 1984, caused a deterioration in Jobs's working relationship with Sculley as well as layoffs and disappointing sales performance. An internal power struggle developed between Jobs and Sculley.[[42]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Matters_1985-41) Jobs kept meetings running past midnight, sent out lengthy faxes, then called new meetings at 7:00 am.[[43]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-lemsculley-42)

The Apple board of directors instructed Sculley to "contain" Jobs and limit his ability to launch expensive forays into untested products.[[*citation needed*](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] Sculley learned that Jobs—believing Sculley to be "bad for Apple" and the wrong person to lead the company—had been attempting to organize a [boardroom coup](http://en.wikipedia.org/wiki/Boardroom_coup),[[42]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Matters_1985-41) and on May 24, 1985[[42]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Matters_1985-41) he called a board meeting to resolve the matter. Apple's board of directors sided with Sculley and removed Jobs from his managerial duties as head of the Macintosh division.[[44]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_End_Of_An_Era-43)[[45]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-everything-44) Jobs resigned from Apple five months later[[42]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Matters_1985-41) and founded [NeXT Inc.](http://en.wikipedia.org/wiki/NeXT) the same year.[[43]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-lemsculley-42)[[46]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple.27s_Jobs_Starts_New_Firm.2C_Targets_Education_Market-45)

In a speech Jobs gave at Stanford University in 2005, he said being fired from Apple was the best thing that could have happened to him; "The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life." And added "I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful-tasting medicine, but I guess the patient needed it."[[21]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-commencement-20)[[47]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Life_lessons_from_Jobs-46)[[48]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs:_Stanford_commencement_address.2C_June_2005-47)

### NeXT Computer



A [NeXTstation](http://en.wikipedia.org/wiki/NeXTstation) with the original keyboard, mouse and the [NeXT MegaPixel](http://en.wikipedia.org/wiki/NeXT_MegaPixel_Display) monitor

After leaving Apple, Jobs founded [NeXT Computer](http://en.wikipedia.org/wiki/NeXT) in 1985, with $7 million. A year later, Jobs was running out of money, and with no product on the horizon, he appealed for venture capital. Eventually, he attracted the attention of billionaire [Ross Perot](http://en.wikipedia.org/wiki/Ross_Perot) who invested heavily in the company.[[49]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Linzmayer04-48) NeXT workstations were first released in 1990, priced at $9,999. Like the [Apple Lisa](http://en.wikipedia.org/wiki/Apple_Lisa), the NeXT workstation was technologically advanced, but was largely dismissed as cost-prohibitive by the educational sector for which it was designed.[[50]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-wired-49) The NeXT workstation was known for its technical strengths, chief among them its [object-oriented](http://en.wikipedia.org/wiki/Object-oriented) software development system. Jobs marketed NeXT products to the financial, scientific, and academic community, highlighting its innovative, experimental new technologies, such as the [Mach kernel](http://en.wikipedia.org/wiki/Mach_kernel), the [digital signal processor](http://en.wikipedia.org/wiki/Digital_signal_processor) chip, and the built-in [Ethernet](http://en.wikipedia.org/wiki/Ethernet) port. [Tim Berners-Lee](http://en.wikipedia.org/wiki/Tim_Berners-Lee) invented the [World Wide Web](http://en.wikipedia.org/wiki/World_Wide_Web) on a NeXT computer at [CERN](http://en.wikipedia.org/wiki/CERN).[[51]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-50)

The revised, second-generation [NeXTcube](http://en.wikipedia.org/wiki/NeXTcube) was released in 1990, also. Jobs touted it as the first "interpersonal" computer that would replace the personal computer. With its innovative [NeXTMail](http://en.wikipedia.org/wiki/NeXTMail) multimedia email system, NeXTcube could share voice, image, graphics, and video in email for the first time. "Interpersonal computing is going to revolutionise human communications and groupwork", Jobs told reporters.[[52]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-google-51) Jobs ran NeXT with an obsession for aesthetic perfection, as evidenced by the development of and attention to NeXTcube's magnesium case.[[53]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-atheneum-52) This put considerable strain on NeXT's hardware division, and in 1993, after having sold only 50,000 machines, NeXT transitioned fully to software development with the release of [NeXTSTEP](http://en.wikipedia.org/wiki/NeXTSTEP)/[Intel](http://en.wikipedia.org/wiki/Intel).[[54]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-OGrady-53) The company reported its first profit of $1.03 million in 1994.[[49]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Linzmayer04-48) In 1996, NeXT Software, Inc. released [WebObjects](http://en.wikipedia.org/wiki/WebObjects), a framework for Web application development. After NeXT was acquired by Apple Inc. in 1997, WebObjects was used to build and run the [Apple Store](http://en.wikipedia.org/wiki/Apple_Store),[[54]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-OGrady-53) [MobileMe](http://en.wikipedia.org/wiki/MobileMe) services, and the [iTunes Store](http://en.wikipedia.org/wiki/ITunes_Store).

### Pixar and Disney

In 1986, Jobs bought The Graphics Group (later renamed [Pixar](http://en.wikipedia.org/wiki/Pixar)) from [Lucasfilm](http://en.wikipedia.org/wiki/Lucasfilm)'s computer graphics division for the price of $10 million, $5 million of which was given to the company as capital.[[55]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Pixar_Founding_Documents-54)

The new company, which was originally based at [Lucasfilm](http://en.wikipedia.org/wiki/Lucasfilm)'s Kerner Studios in [San Rafael](http://en.wikipedia.org/wiki/San_Rafael,_California), California, but has since relocated to [Emeryville](http://en.wikipedia.org/wiki/Emeryville,_California), was initially intended to be a high-end graphics hardware developer. After years of unprofitability selling the [Pixar Image Computer](http://en.wikipedia.org/wiki/Pixar_Image_Computer), it contracted with Disney to produce a number of computer-animated feature films that Disney would co-finance and distribute.[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]

The first film produced by the partnership, [*Toy Story*](http://en.wikipedia.org/wiki/Toy_Story), with Jobs credited as executive producer,[[56]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-imdb-55) brought fame and critical acclaim to the studio when it was released in 1995. Over the next 15 years, under Pixar's creative chief [John Lasseter](http://en.wikipedia.org/wiki/John_Lasseter), the company produced box-office hits [*A Bug's Life*](http://en.wikipedia.org/wiki/A_Bug%27s_Life) (1998); [*Toy Story 2*](http://en.wikipedia.org/wiki/Toy_Story_2) (1999); [*Monsters, Inc.*](http://en.wikipedia.org/wiki/Monsters,_Inc.) (2001); [*Finding Nemo*](http://en.wikipedia.org/wiki/Finding_Nemo) (2003); [*The Incredibles*](http://en.wikipedia.org/wiki/The_Incredibles) (2004); [*Cars*](http://en.wikipedia.org/wiki/Cars_%28film%29) (2006); [*Ratatouille*](http://en.wikipedia.org/wiki/Ratatouille_%28film%29) (2007); [*WALL-E*](http://en.wikipedia.org/wiki/WALL-E) (2008); [*Up*](http://en.wikipedia.org/wiki/Up_%282009_film%29) (2009); and [*Toy Story 3*](http://en.wikipedia.org/wiki/Toy_Story_3) (2010). *Finding Nemo*, *The Incredibles*, *Ratatouille*, *WALL-E*, *Up* and *Toy Story 3* each received the [Academy Award for Best Animated Feature](http://en.wikipedia.org/wiki/Academy_Award_for_Best_Animated_Feature), an award introduced in 2001.[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]



Logo for the [*Think Different*](http://en.wikipedia.org/wiki/Think_Different) campaign designed by [TBWA\Chiat\Day](http://en.wikipedia.org/wiki/TBWA%5CChiat%5CDay) and initiated by Jobs after his return to Apple Computer in 1997.

In 1996, Apple announced that it would buy [NeXT](http://en.wikipedia.org/wiki/NeXT) for $429 million. The deal was finalized in late 1996,[[59]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-archive-58) bringing Jobs back to the company he co-founded. Jobs became *de facto* chief after then-CEO [Gil Amelio](http://en.wikipedia.org/wiki/Gil_Amelio) was ousted in July 1997. He was formally named interim chief executive in September.[[60]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Formally_Names_Jobs_as_Interim_Chief-59) In March 1998, to concentrate Apple's efforts on returning to profitability, Jobs terminated a number of projects, such as [Newton](http://en.wikipedia.org/wiki/Newton_%28platform%29), [Cyberdog](http://en.wikipedia.org/wiki/Cyberdog), and [OpenDoc](http://en.wikipedia.org/wiki/OpenDoc). In the coming months, many employees developed a fear of encountering Jobs while riding in the elevator, "afraid that they might not have a job when the doors opened. The reality was that Jobs's summary executions were rare, but a handful of victims was enough to terrorize a whole company."[[61]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_once_and_future_Steve_Jobs-60) Jobs also changed the licensing program for [Macintosh clones](http://en.wikipedia.org/wiki/Macintosh_clones), making it too costly for the manufacturers to continue making machines.

With the purchase of NeXT, much of the company's technology found its way into Apple products, most notably [NeXTSTEP](http://en.wikipedia.org/wiki/NeXTSTEP), which evolved into [Mac OS X](http://en.wikipedia.org/wiki/Mac_OS_X). Under Jobs's guidance the company increased sales significantly with the introduction of the [iMac](http://en.wikipedia.org/wiki/IMac) and other new products; since then, appealing designs and powerful branding have worked well for Apple. At the 2000 Macworld Expo, Jobs officially dropped the "interim" modifier from his title at Apple and became permanent CEO.[[62]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-norr-61) Jobs quipped at the time that he would be using the title 'iCEO.'[[63]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Jobs_announces_new_MacOS.2C_becomes_.27iCEO.27-62)



Jobs on stage at [Macworld Conference & Expo](http://en.wikipedia.org/wiki/Macworld_Conference_%26_Expo), San Francisco, January 11, 2005

The company subsequently branched out, introducing and improving upon other digital appliances. With the introduction of the [iPod](http://en.wikipedia.org/wiki/IPod) portable music player, iTunes digital music software, and the [iTunes Store](http://en.wikipedia.org/wiki/ITunes_Store), the company made forays into consumer electronics and music distribution. On June 29, 2007, Apple entered the cellular phone business with the introduction of the [iPhone](http://en.wikipedia.org/wiki/IPhone), a [multi-touch](http://en.wikipedia.org/wiki/Multi-touch) display cell phone, which also included the features of an iPod and, with its own mobile browser, revolutionized the mobile browsing scene. While stimulating innovation, Jobs also reminded his employees that "real artists ship".[[64]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Insanely_great:_the_life_and_times_of_Macintosh.2C_the_computer_that_changed_everything-63)

Jobs was both admired and criticized for his consummate skill at persuasion and salesmanship, which has been dubbed the "[reality distortion field](http://en.wikipedia.org/wiki/Reality_distortion_field)" and was particularly evident during his keynote speeches (colloquially known as "[Stevenotes](http://en.wikipedia.org/wiki/Stevenote" \o "Stevenote)") at [Macworld Expos](http://en.wikipedia.org/wiki/Macworld_Conference_%26_Expo) and at [Apple Worldwide Developers Conferences](http://en.wikipedia.org/wiki/Apple_Worldwide_Developers_Conference). In 2005, Jobs responded to criticism of Apple's poor recycling programs for [e-waste](http://en.wikipedia.org/wiki/E-waste) in the US by lashing out at environmental and other advocates at Apple's Annual Meeting in Cupertino in April. A few weeks later, Apple announced it would take back iPods for free at its retail stores. The [Computer TakeBack Campaign](http://en.wikipedia.org/wiki/Computer_recycling#Takeback) responded by flying a banner from a plane over the Stanford University graduation at which Jobs was the commencement speaker.[[21]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-commencement-20) The banner read "Steve, don't be a mini-player—recycle all e-waste".

In 2006, he further expanded Apple's recycling programs to any US customer who buys a new Mac. This program includes shipping and "environmentally friendly disposal" of their old systems.[[65]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Improves_Recycling_Plan-64)

### Resignation

In August 2011, Jobs resigned as CEO of Apple, but remained at the company as chairman of the company's board.[[66]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_Resigns_As_CEO_Of_Apple-65)[[67]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_Quits-66) Hours after the announcement, Apple Inc. (AAPL) shares dropped five percent in after-hour trading.[[68]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-yahoo-67) The relatively small drop, when considering the importance of Jobs to Apple, was associated with the fact that his health had been in the news for several years, and he was on medical leave since January 2011.[[69]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-wsj-68) It was believed, according to [*Forbes*](http://en.wikipedia.org/wiki/Forbes), that the impact would be felt in a negative way beyond Apple, including at [The Walt Disney Company](http://en.wikipedia.org/wiki/The_Walt_Disney_Company) where Jobs served as director.[[70]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Forbes-69) In after-hour trading on the day of the announcement, Walt Disney Co. (DIS) shares dropped 1.5 percent.[[71]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-DIS:_Summary_for_Walt_Disney_Company-70)

## Business life

### Wealth

Jobs [earned only $1 a year](http://en.wikipedia.org/wiki/One-dollar_salary) as CEO of Apple,[[72]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-Executive_salaries_on_the_rise_again-71) but held 5.426 million Apple shares, as well as 138 million shares in Disney (which he received in exchange for Disney's acquisition of Pixar).[[73]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cnn-72) Jobs quipped that the $1 per annum he was paid by Apple was based on attending one meeting for 50 cents while the other 50 cents was based on his performance.[[74]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-8_things_you_didn.27t_know_about_the_life_of_Steve_Jobs-73) [*Forbes*](http://en.wikipedia.org/wiki/Forbes) estimated his net wealth at $8.3 billion in 2010, making him the 42nd wealthiest American.[[75]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-forbes-74)

### Stock options backdating issue



Steve Jobs and [Bill Gates](http://en.wikipedia.org/wiki/Bill_Gates) at the fifth *D: All Things Digital* conference (*D5*) in 2007

In 2001, Jobs was granted stock options in the amount of 7.5 million shares of Apple with an exercise price of $18.30. It was alleged that the options had been [backdated](http://en.wikipedia.org/wiki/Backdating), and that the exercise price should have been $21.10. It was further alleged that Jobs had thereby incurred taxable income of $20,000,000 that he did not report, and that Apple overstated its earnings by that same amount. As a result, Jobs potentially faced a number of criminal charges and civil penalties. The case was the subject of active criminal and civil government investigations,[[76]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-New_questions_raised_about_Steve_Jobs.27s_role_in_Apple_stock_options_scandal-75) though an independent internal Apple investigation completed on December 29, 2006, found that Jobs was unaware of these issues and that the options granted to him were returned without being exercised in 2003.[[77]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_restates.2C_acknowledges_faked_documents-76)

On July 1, 2008, a $7 billion class action suit was filed against several members of the Apple Board of Directors for revenue lost due to the alleged securities fraud.[[78]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-dailytech-77)[[79]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple.2C_Steve_Jobs.2C_Executives.2C_Board.2C_Sued_For_Securities_Fraud-78)

### Management style

Jobs was a demanding perfectionist[[80]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-abc-79)[[81]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-abc2-80) who always aspired to position his businesses and their products at the forefront of the information technology industry by foreseeing and setting trends, at least in innovation and style.

He summed up that self-concept at the end of his keynote speech at the [Macworld Conference and Expo](http://en.wikipedia.org/wiki/Macworld_Conference_%26_Expo#2007) in January 2007, by quoting ice hockey player [Wayne Gretzky](http://en.wikipedia.org/wiki/Wayne_Gretzky):

There's an old Wayne Gretzky quote that I love. 'I skate to where the puck is going to be, not where it has been.' And we've always tried to do that at Apple. Since the very very beginning. And we always will.[[82]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-JOBS_MACWORLD_07-81)

Much was made of Jobs's aggressive and demanding personality. [*Fortune*](http://en.wikipedia.org/wiki/Fortune_%28magazine%29) wrote that he was "considered one of Silicon Valley's leading [egomaniacs](http://en.wikipedia.org/wiki/Egotism)".[[83]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-egomaniac-82) Commentaries on his temperamental style can be found in [Michael Moritz](http://en.wikipedia.org/wiki/Michael_Moritz)'s [*The Little Kingdom*](http://en.wikipedia.org/wiki/The_Little_Kingdom), [*The Second Coming of Steve Jobs*](http://en.wikipedia.org/wiki/The_Second_Coming_of_Steve_Jobs)*,* by Alan Deutschman; and [*iCon: Steve Jobs*](http://en.wikipedia.org/wiki/ICon:_Steve_Jobs), by Jeffrey S. Young & William L. Simon. In 1993, Jobs made *Fortune*'s list of America's Toughest Bosses in regard to his leadership of NeXT.

Cofounder Dan'l Lewin was quoted in *Fortune* as saying of that period, "The highs were unbelievable ... But the lows were unimaginable", to which Jobs's office replied that his personality had changed since then.[[84]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-America.27s_Toughest_Bosses-83)

In 2005, Jobs banned all books published by [John Wiley & Sons](http://en.wikipedia.org/wiki/John_Wiley_%26_Sons) from [Apple Stores](http://en.wikipedia.org/wiki/Apple_Store) in response to their publishing an unauthorized biography, [*iCon: Steve Jobs*](http://en.wikipedia.org/wiki/ICon:_Steve_Jobs).[[85]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs.27s_Review_of_His_Biography:_Ban_It-84) In its 2010 annual earnings report, Wiley said it had "closed a deal ... to make its titles available for the iPad."[[86]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Education_Publisher_John_Wiley_.26_Sons_Closes_Fiscal_Year_on_a_Strong_Note-85) [Jef Raskin](http://en.wikipedia.org/wiki/Jef_Raskin), a former colleague, once said that Jobs "would have made an excellent king of France", alluding to Jobs's compelling and larger-than-life persona.[[87]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs:_The_man_who_polished_Apple-86) [Floyd Norman](http://en.wikipedia.org/wiki/Floyd_Norman) said that at Pixar, Jobs was a "mature, mellow individual" and never interfered with the creative process of the filmmakers.[[88]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs:_A_Tough_Act_to_Follow-87)

Jobs had a public war of words with [Dell Computer](http://en.wikipedia.org/wiki/Dell,_Inc.) CEO [Michael Dell](http://en.wikipedia.org/wiki/Michael_Dell), starting[[*when?*](http://en.wikipedia.org/wiki/Wikipedia:Manual_of_Style_%28dates_and_numbers%29#Chronological_items)] when Jobs first criticized Dell for making "un-innovative beige boxes".[[89]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cnet-88) On October 6, 1997, in a [Gartner](http://en.wikipedia.org/wiki/Gartner) Symposium, when Michael Dell was asked what he would do if he owned then-troubled Apple Computer, he said "I'd shut it down and give the money back to the shareholders."[[90]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Dell:_Apple_should_close_shop-89) In 2006, Jobs sent an email to all employees when Apple's [market capitalization](http://en.wikipedia.org/wiki/Market_capitalization) rose above Dell's. The email read:

Team, it turned out that Michael Dell wasn't perfect at predicting the future. Based on today's stock market close, Apple is worth more than Dell. Stocks go up and down, and things may be different tomorrow, but I thought it was worth a moment of reflection today. Steve.[[91]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Michael_Dell_Should_Eat_His_Words.2C_Apple_Chief_Suggests-90)

### Inventions and designs

His design sense was greatly influenced by the Buddhism which he experienced in India while on a seven-month spiritual journey.[[92]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-autogenerated1-91) His sense of intuition was also influenced by the spiritual people with whom he studied.[[92]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-autogenerated1-91)

As of October 9, 2011 (2011 -10-09)[[update]](http://en.wikipedia.org/w/index.php?title=Steve_Jobs&action=edit), Jobs is listed as either primary inventor or co-inventor in 342 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](http://en.wikipedia.org/wiki/Lanyard) and packages. Most of these are design patents (specific product designs) as opposed to utility patents (inventions).[[93]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Patents_registry_database_1-92)[[94]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Patents_registry_database_2-93) He has 43 issued US patents on inventions.[[95]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-scribd_steve_jobs_patent-94)

The patent on the Mac OS X "dock" user interface with "magnification" feature was issued the day before he died. The first claim reads: "1. A method for displaying graphical representations of launchable applications on a display of a device comprising: displaying on the display a visible mechanism for launching one or more launchable applications, wherein the visible mechanism comprises multiple user-activatable graphical representations that respectively correspond to multiple launchable applications; detecting a position of a user input proximate to at least one of the graphical representations; in response to the detecting, increasing in size the at least one of the graphical representations; and increasing one or more of the remaining graphical representations to one or more respective sizes, each size being at least approximately inversely related to a distance between the respective one of the remaining graphical representations and the detected position."[[96]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-patent_claim-95)

### Philanthropy

Arik Hesseldahl of [*BusinessWeek*](http://en.wikipedia.org/wiki/BusinessWeek) magazine stated that "Jobs isn't widely known for his association with philanthropic causes", compared to [Bill Gates](http://en.wikipedia.org/wiki/Bill_Gates)'s efforts.[[97]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-businessweek-96) Jobs said he does charitable acts privately.[[98]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-redmondpie-97) After resuming control of Apple in 1997, Jobs eliminated all corporate philanthropy programs initially.[[99]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-sjfortune-98) Later, under Jobs, Apple signed to participate in [Product Red](http://en.wikipedia.org/wiki/Product_Red) program, producing red versions of devices to give profits from sales to charity. Apple became the single largest contributor since then. The chief of the Product Red project, singer [Bono](http://en.wikipedia.org/wiki/Bono), cited Jobs saying there was "nothing better than the chance to save lives," when he initially approached Apple with the invitation to participate in the program.[[100]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-bloomberg-99)

## Personal life

Jobs's birth parents met at the [University of Wisconsin](http://en.wikipedia.org/wiki/University_of_Wisconsin). Abdulfattah "John" Jandali, originally from Syria, taught there. Joanne Carole Schieble was his student; however, they were the same age because Jandali had "gotten his PhD really young." [[101]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-100) [[102]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-bio_mom-101)[[103]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Icons_of_invention:_the_makers_of_the_modern_world_from_Gutenberg_to_Gates-102) Schieble had a career as a [speech language pathologist](http://en.wikipedia.org/wiki/Speech_language_pathologist). Jandali taught political science at the [University of Nevada](http://en.wikipedia.org/wiki/University_of_Nevada) in the 1960s, and then made his career in the food and beverage industry, and since 2006 has been a vice president at a casino in [Reno, Nevada](http://en.wikipedia.org/wiki/Reno,_Nevada).[[104]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-103)[[105]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-104) In December 1955, ten months after giving up their baby boy, Schieble and Jandali married. In 1957 they had a daughter Mona together. They divorced in 1962 and Jandali lost touch with his daughter.[[106]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-eulogy-105) Her mother remarried and had Mona take the surname of her stepfather, so she became known as [Mona Simpson](http://en.wikipedia.org/wiki/Mona_Simpson_%28novelist%29).[[102]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-bio_mom-101)

In the 1980s, Jobs found his birth mother, Joanne Schieble Simpson, who told him he had a biological sister, [Mona Simpson](http://en.wikipedia.org/wiki/Mona_Simpson_%28novelist%29). They met for the first time in 1985[[106]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-eulogy-105) and became close friends. The siblings kept their relationship secret until 1986, when Mona introduced him at a party for her first book.[[15]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYTimes_19970112-14)

After deciding to search for their father, Simpson found Jandali managing a coffee shop. Without knowing who his son had become, Jandali told Mona that he had previously managed a popular restaurant in the Silicon Valley where "Even Steve Jobs used to eat there. Yeah, he was a great tipper." In a taped interview with his biographer [Walter Isaacson](http://en.wikipedia.org/wiki/Walter_Isaacson), aired on [*60 Minutes*](http://en.wikipedia.org/wiki/60_Minutes),[[107]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cbsnewsfull-106) Jobs said: "When I was looking for my biological mother, obviously, you know, I was looking for my biological father at the same time, and I learned a little bit about him and I didn't like what I learned. I asked her to not tell him that we ever met...not tell him anything about me."[[108]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cbsnewsclip-107) Jobs was in occasional touch with his mother Joanne Simpson,[[99]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-sjfortune-98)[[109]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-bio_sister-108) who lives in a nursing home in Los Angeles.[[102]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-bio_mom-101) When speaking about his biological parents, Jobs stated: "They were my sperm and egg bank. That's not harsh, it's just the way it was, a sperm bank thing, nothing more."[[16]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-issacsonone-15) Jandali stated in an interview with the [*The Sun*](http://en.wikipedia.org/wiki/The_Sun_%28United_Kingdom%29) in August 2011 that his efforts to contact Jobs were unsuccessful. Jandali mailed in his medical history after Jobs's pancreatic disorder was made public that year.[[110]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-109)[[111]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-110)[[112]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-111)

In her [eulogy](http://en.wikipedia.org/wiki/Eulogy) to Jobs at his memorial service, Mona Simpson stated:

I grew up as an only child, with a single mother. Because we were poor and because I knew my father had emigrated from Syria, I imagined he looked like Omar Sharif. I hoped he would be rich and kind and would come into our lives (and our not yet furnished apartment) and help us. Later, after I'd met my father, I tried to believe he'd changed his number and left no forwarding address because he was an idealistic revolutionary, plotting a new world for the Arab people. Even as a feminist, my whole life I'd been waiting for a man to love, who could love me. For decades, I'd thought that man would be my father. When I was 25, I met that man and he was my brother.[[106]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-eulogy-105)

Jobs's first child, [Lisa Brennan-Jobs](http://en.wikipedia.org/wiki/Lisa_Brennan-Jobs), was born in 1978, the daughter of his longtime partner Chris Ann Brennan, a Bay Area painter.[[99]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-sjfortune-98) For two years, she raised their daughter on welfare while Jobs denied paternity by claiming he was sterile; he later acknowledged Lisa as his daughter.[[99]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-sjfortune-98) Jobs later married [Laurene Powell](http://en.wikipedia.org/wiki/Laurene_Powell) on March 18, 1991, in a ceremony at the [Ahwahnee Hotel](http://en.wikipedia.org/wiki/Ahwahnee_Hotel) in [Yosemite National Park](http://en.wikipedia.org/wiki/Yosemite_National_Park). Presiding over the wedding was [Kobun Chino Otogawa](http://en.wikipedia.org/wiki/Kobun_Chino_Otogawa), a [Zen Buddhist](http://en.wikipedia.org/wiki/Zen_Buddhist) monk. Their son, Reed, was born September 1991, followed by daughters Erin in August 1995 and Eve in 1998.[[113]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Linzmayer-112) The family lives in [Palo Alto, California](http://en.wikipedia.org/wiki/Palo_Alto,_California).[[114]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-children-113)



Jobs demonstrating the [iPhone 4](http://en.wikipedia.org/wiki/IPhone_4) to [Russian President](http://en.wikipedia.org/wiki/President_of_Russia) [Dmitry Medvedev](http://en.wikipedia.org/wiki/Dmitry_Medvedev) on June 23, 2010

In the unauthorized biography, [*The Second Coming of Steve Jobs*](http://en.wikipedia.org/wiki/The_Second_Coming_of_Steve_Jobs)*,* author Alan Deutschman reports that Jobs once dated [Joan Baez](http://en.wikipedia.org/wiki/Joan_Baez). Deutschman quotes Elizabeth Holmes, a friend of Jobs from his time at Reed College, as saying she "believed that Steve became the lover of Joan Baez in large measure because Baez had been the lover of [Bob Dylan](http://en.wikipedia.org/wiki/Bob_Dylan)" (Dylan was the Apple icon's favorite musician). In another unauthorized biography, [*iCon: Steve Jobs*](http://en.wikipedia.org/wiki/ICon:_Steve_Jobs) by Jeffrey S. Young & William L. Simon, the authors suggest that Jobs might have married Baez, but her age at the time (41) meant it was unlikely the couple could have children.

Jobs was also a fan of [The Beatles](http://en.wikipedia.org/wiki/The_Beatles). He referred to them on multiple occasions at Keynotes and also was interviewed on a showing of a [Paul McCartney](http://en.wikipedia.org/wiki/Paul_McCartney) concert. When asked about his [business model](http://en.wikipedia.org/wiki/Business_model) on [*60 Minutes*](http://en.wikipedia.org/wiki/60_Minutes), he replied:

My model for business is The Beatles: They were four guys that kept each other's negative tendencies in check; they balanced each other. And the total was greater than the sum of the parts. Great things in business are never done by one person, they are done by a team of people.[[115]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Videos.7B.7Bendash.7D.7D_Free_video_downloads_and_streaming_video.7B.7Bendash.7D.7D_CNET_TV-114)

In 1982, Jobs bought an apartment in [The San Remo](http://en.wikipedia.org/wiki/The_San_Remo), an apartment building in New York City with a politically progressive reputation, where [Demi Moore](http://en.wikipedia.org/wiki/Demi_Moore), [Steven Spielberg](http://en.wikipedia.org/wiki/Steven_Spielberg), [Steve Martin](http://en.wikipedia.org/wiki/Steve_Martin), and Princess [Yasmin Aga Khan](http://en.wikipedia.org/wiki/Yasmin_Aga_Khan), daughter of [Rita Hayworth](http://en.wikipedia.org/wiki/Rita_Hayworth), also had apartments. With the help of [I.M. Pei](http://en.wikipedia.org/wiki/I.M._Pei), Jobs spent years renovating his apartment in the top two floors of the building's north tower, only to sell it almost two decades later to [U2](http://en.wikipedia.org/wiki/U2) singer [Bono](http://en.wikipedia.org/wiki/Bono_%28U2%29). Jobs never moved in.[[116]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-At_home_with_Steve_Jobs-115)[[117]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Bono.27s_E11.5M_.27Bargain_Buy.27-116)

In 1984, Jobs purchased the [Jackling House](http://en.wikipedia.org/wiki/Jackling_House), a 17,000-square-foot (1,600 m2), 14-bedroom [Spanish Colonial](http://en.wikipedia.org/wiki/Spanish_Colonial) mansion designed by [George Washington Smith](http://en.wikipedia.org/wiki/George_Washington_Smith_%28architect%29) in [Woodside, California](http://en.wikipedia.org/wiki/Woodside,_California). Although it reportedly remained in an almost unfurnished state, Jobs lived in the mansion for almost ten years. According to reports, he kept a 1966 [BMW R60/2](http://en.wikipedia.org/wiki/BMW_R60/2) motorcycle in the living room, and let [Bill Clinton](http://en.wikipedia.org/wiki/Bill_Clinton) use it in 1998. From the early 1990s, Jobs lived in a house in the Old Palo Alto neighborhood of Palo Alto. President Clinton dined with Jobs and 14 Silicon Valley CEOs there on August 7, 1996, at a meal catered by [Greens Restaurant](http://en.wikipedia.org/wiki/Greens_Restaurant).[[118]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Building_a_Bulging_War_Chest:_How_Clinton_Financed_His_Run-117)[[119]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Waverley_Street:_Clinton_stops_by_Palo_Alto_for_dinner-118) Clinton returned the favor and Jobs, who was a [Democratic](http://en.wikipedia.org/wiki/Democratic_Party_%28United_States%29) donor, slept in the Lincoln bedroom of the [White House](http://en.wikipedia.org/wiki/White_House).[[120]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Jobs_for_President.3F_Not_This_Time-119)

Jobs allowed Jackling House to fall into a state of disrepair, planning to demolish the house and build a smaller home on the property; but he met with complaints from local preservationists over his plans. In June 2004, the Woodside Town Council gave Jobs approval to demolish the mansion, on the condition that he advertise the property for a year to see if someone would move it to another location and restore it. A number of people expressed interest, including several with experience in restoring old property, but no agreements to that effect were reached. Later that same year, a local preservationist group began seeking legal action to prevent demolition. In January 2007, Jobs was denied the right to demolish the property, by a court decision.[[121]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Appeals_court_says_Jobs_can.27t_raze_Woodside_mansion-120) The court decision was overturned on appeal in March 2010, and the mansion was demolished beginning February 2011.[[122]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Demolition_begins_on_Steve_Jobs.27_Woodside_Mansion-121)

Jobs usually wore a black long-sleeved [mock turtleneck](http://en.wikipedia.org/wiki/Mock_turtleneck) made by [Issey Miyake](http://en.wikipedia.org/wiki/Issey_Miyake) (that was sometimes reported to be made by [St. Croix](http://en.wikipedia.org/wiki/St._Croix_%28clothing%29)), [Levi's](http://en.wikipedia.org/wiki/Levi%27s) 501 blue jeans, and [New Balance 991](http://en.wikipedia.org/wiki/New_Balance) sneakers.[[123]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-122)[[124]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-gizmodo-123) Jobs told Walter Isaacson "...he came to like the idea of having a uniform for himself, both because of its daily convenience (the rationale he claimed) and its ability to convey a signature style." [[125]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-124) He was a [pescetarian](http://en.wikipedia.org/wiki/Pescetarianism).[[126]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Jobs_gets_out_of_the_Happy_Meal_business-125)

Jobs's car was a silver 2008 Mercedes-Benz SL 55 AMG, which does not display its license plates, as he took advantage of a California law which gives a maximum of six months for new vehicles to receive plates; Jobs leased a new identical SL every six months.[[127]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-126)[[128]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-What_kind_of_car_does_Steve_Jobs_drive.3F-127)[[129]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_Barcode_License_Plate_Mystery_Solved-128)

### Political activies

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| --- | --- |
| [Wiki letter w cropped.svg](http://en.wikipedia.org/wiki/File:Wiki_letter_w_cropped.svg) | This section requires [expansion](http://en.wikipedia.org/w/index.php?title=Steve_Jobs&action=edit). |

In a 2011 interview with biographer [Walter Isaacson](http://en.wikipedia.org/wiki/Walter_Isaacson), Jobs revealed at one point he met with U.S. President [Barack Obama](http://en.wikipedia.org/wiki/Barack_Obama) complained of the nation's shortage of software engineers, and told Mr. Obama that he was "headed for a one-term presidency." Jobs proposed that any foreign student who got an engineering degree at a U.S. university should automatically be offered a green card. After the meeting, Jobs commented, "The president is very smart, but he kept explaining to us reasons why things can't get done.... It infuriates me." [[130]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-129)

### Health issues



Jobs addressing concerns about his blood pressure at a September 2008 Apple event.

In October 2003, Jobs was diagnosed with cancer,[[131]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-Smith-130) and in mid-2004 he announced to his employees that he had a cancerous tumor in his [pancreas](http://en.wikipedia.org/wiki/Pancreas).[[132]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-www-sfgate-MNGMJ816F41-131) The prognosis for [pancreatic cancer](http://en.wikipedia.org/wiki/Pancreatic_cancer) is usually very poor;[[133]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-celebritydiagnosis-132) Jobs stated that he had a rare, far less aggressive type known as [islet cell](http://en.wikipedia.org/wiki/Islet_cell_carcinoma) [neuroendocrine tumor](http://en.wikipedia.org/wiki/Neuroendocrine_tumor).[[132]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-www-sfgate-MNGMJ816F41-131) Despite his diagnosis, Jobs resisted his doctors' recommendations for mainstream medical intervention for nine months,[[99]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-sjfortune-98) instead consuming a special [alternative medicine](http://en.wikipedia.org/wiki/Alternative_medicine) diet in an attempt to thwart the disease. According to Harvard researcher Dr. Ramzi Amir, his choice of alternative treatment "led to an unnecessarily early death".[[131]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Smith-130) According to Jobs's biographer, [Walter Isaacson](http://en.wikipedia.org/wiki/Walter_Isaacson), "for nine months he refused to undergo surgery for his pancreatic cancer -- a decision he later regretted as his health declined."[[134]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Potter-133) "Instead, he tried a vegan diet, acupuncture, herbal remedies and other treatments he found online, and even consulted a psychic. He also was influenced by a doctor who ran a clinic that advised juice fasts, bowel cleansings and other unproven approaches, before finally having surgery in July 2004."[[135]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-AP-Fox-134) He eventually underwent a [pancreaticoduodenectomy](http://en.wikipedia.org/wiki/Pancreaticoduodenectomy) (or "Whipple procedure") in July 2004 that appeared to successfully remove the tumor.[[136]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-A_Timeline-135)[[137]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Pancreatic_Cancer_Treatment-136)[[138]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Talk_of_Chief.27s_Health_Weighs_on_Apple.27s_Share_Price-137) Jobs apparently did not receive [chemotherapy](http://en.wikipedia.org/wiki/Chemotherapy) or [radiation therapy](http://en.wikipedia.org/wiki/Radiation_therapy).[[132]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-www-sfgate-MNGMJ816F41-131)[[139]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Elmer-138) During Jobs's absence, [Tim Cook](http://en.wikipedia.org/wiki/Tim_Cook), head of worldwide sales and operations at Apple, ran the company.[[132]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-www-sfgate-MNGMJ816F41-131)

In early August 2006, Jobs delivered the keynote for Apple's annual [Worldwide Developers Conference](http://en.wikipedia.org/wiki/Worldwide_Developers_Conference). His "thin, almost gaunt" appearance and unusually "listless" delivery,[[140]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Has_Steve_Jobs_Lost_His_Magic.3F-139)[[141]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Jobs_speech_wasn.27t_very_Jobs-like-140) together with his choice to delegate significant portions of his keynote to other presenters, inspired a flurry of media and Internet speculation about his health.[[142]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Where.27s_Jobs.27_Mojo.3F-141) In contrast, according to an [*Ars Technica*](http://en.wikipedia.org/wiki/Ars_Technica) journal report, [Worldwide Developers Conference](http://en.wikipedia.org/wiki/Worldwide_Developers_Conference) (WWDC) attendees who saw Jobs in person said he "looked fine".[[143]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-What_happened_to_The_Steve_we_know_and_love.3F-142) Following the keynote, an Apple spokesperson said that "Steve's health is robust."[[144]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-claburn-143)

Two years later, similar concerns followed Jobs's 2008 WWDC keynote address.[[145]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Business_Technology:_Steve_Jobs.27_Appearance_Grabs_Notice.2C_Not_Just_the_IPhone-144) Apple officials stated Jobs was victim to a "common bug" and was taking antibiotics,[[146]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-appleinsider-145) while others surmised his [cachectic appearance](http://en.wikipedia.org/wiki/Cachexia) was due to the [Whipple procedure](http://en.wikipedia.org/wiki/Whipple_procedure).[[139]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Elmer-138) During a July conference call discussing Apple earnings, participants responded to repeated questions about Jobs's health by insisting that it was a "private matter". Others, however, voiced the opinion that shareholders had a right to know more, given Jobs's hands-on approach to running his company.[[147]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-marketingdoctor-146)[[148]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-medpagetoday-147) [*The New York Times*](http://en.wikipedia.org/wiki/The_New_York_Times) published an article based on an off-the-record phone conversation with Jobs, noting that "While his health problems amounted to a good deal more than 'a common bug', they weren't life-threatening and he doesn't have a recurrence of cancer."[[149]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple.27s_Culture_of_Secrecy-148)

On August 28, 2008, [Bloomberg](http://en.wikipedia.org/wiki/Bloomberg_News) mistakenly published a 2500-word [obituary](http://en.wikipedia.org/wiki/Obituary) of Jobs in its corporate news service, containing blank spaces for his age and cause of death. (News carriers customarily stockpile up-to-date obituaries to facilitate news delivery in the event of a well-known figure's untimely death.) Although the error was promptly rectified, many news carriers and blogs reported on it,[[150]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-Steve_Jobs.27s_Obituary.2C_As_Run_By_Bloomberg-149) intensifying rumors concerning Jobs's health.[[151]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Bloomberg_publishes_Jobs_obit_but_why.3F-150) Jobs responded at Apple's September 2008 *Let's Rock* keynote by quoting [Mark Twain](http://en.wikipedia.org/wiki/Mark_Twain): "Reports of my death are greatly exaggerated."[[152]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_posts_.27Lets_Rock.27_event_video-151) At a subsequent media event, Jobs concluded his presentation with a slide reading "110/70", referring to his [blood pressure](http://en.wikipedia.org/wiki/Blood_pressure), stating he would not address further questions about his health.[[153]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-engadget-152)

On December 16, 2008, Apple announced that marketing vice-president [Phil Schiller](http://en.wikipedia.org/wiki/Philip_W._Schiller) would deliver the company's final keynote address at the [Macworld Conference and Expo](http://en.wikipedia.org/wiki/Macworld_Conference_and_Expo) 2009, again reviving questions about Jobs's health.[[154]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple.27s_Chief_to_Skip_Macworld.2C_Fueling_Speculation-153)[[155]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs.27_Health_Declining_Rapidly.2C_Reason_for_Macworld_Cancellation-154) In a statement given on January 5, 2009, on [Apple.com](http://en.wikipedia.org/wiki/Apple.com),[[156]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Letter_from_Apple_CEO_Steve_Jobs-155) Jobs said that he had been suffering from a "[hormone](http://en.wikipedia.org/wiki/Hormone) imbalance" for several months.[[157]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple.27s_Jobs_admits_poor_health-156)

On January 14, 2009, in an internal Apple memo, Jobs wrote that in the previous week he had "learned that my health-related issues are more complex than I originally thought", and announced a six-month leave of absence until the end of June 2009, to allow him to better focus on his health. Tim Cook, who previously acted as CEO in Jobs's 2004 absence, became acting CEO of Apple,[[158]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-absence-157) with Jobs still involved with "major strategic decisions."[[158]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-absence-157)

In April 2009, Jobs underwent a [liver transplant](http://en.wikipedia.org/wiki/Liver_transplant) at Methodist University Hospital Transplant Institute in [Memphis, Tennessee](http://en.wikipedia.org/wiki/Memphis,_Tennessee).[[159]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cnntrans-158)[[160]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-celebritydiagnosis3-159) Jobs's prognosis was described as "excellent".[[159]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cnntrans-158)

On January 17, 2011, a year and a half after Jobs returned from his liver transplant, Apple announced that he had been granted a medical leave of absence. Jobs announced his leave in a letter to employees, stating his decision was made "so he could focus on his health". As during his 2009 medical leave, Apple announced that Tim Cook would run day-to-day operations and that Jobs would continue to be involved in major strategic decisions at the company.[[161]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-times_jan17_2011-160)[[162]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_to_take_medical_leave_of_absence_but_remain_Apple_CEO-161) Despite the leave, he made appearances at the [iPad 2](http://en.wikipedia.org/wiki/IPad_2) launch event (March 2), the [WWDC](http://en.wikipedia.org/wiki/Apple_Worldwide_Developers_Conference) keynote introducing [iCloud](http://en.wikipedia.org/wiki/ICloud) (June 6), and before the Cupertino city council (June 7).[[163]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-UFO_HQ-162)

Jobs announced his resignation as Apple's CEO on August 24, 2011. "Unfortunately, that day has come," wrote Jobs, for he could "no longer meet [his] duties and expectations as Apple's CEO". Jobs became chairman of the board and named Tim Cook his successor.[[164]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_Resignation_Letter-163)[[165]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-apple-2011pr-jobs-resigns-164) Jobs had worked for Apple until the day before his death.[[166]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-gizmododaybeforehedied-165)

## Death



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

Jobs died at his California home around 3 p.m. on October 5, 2011, due to complications from [relapse](http://en.wikipedia.org/wiki/Relapse) of his previously treated islet-cell neuroendocrine [pancreatic cancer](http://en.wikipedia.org/wiki/Pancreatic_cancer),[[2]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-NYT_obit-1)[[167]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Rare_Pancreatic_Cancer_Caused_Steve_Jobs.27_Death-166)[[168]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs.2C_Apple_co-founder.2C_dies_at_56-167) resulting in [respiratory arrest](http://en.wikipedia.org/wiki/Respiratory_arrest). He had lost conciousness the day before, and died with his wife, children and sister at his side.

His death was announced by Apple in a statement which read:

We are deeply saddened to announce that Steve Jobs passed away today.

Steve's brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives. The world is immeasurably better because of Steve.

His greatest love was for his wife, Laurene, and his family. Our hearts go out to them and to all who were touched by his extraordinary gifts.[[169]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-AppleStatement-168)

Jobs is survived by Laurene, his wife of 20 years, their three children, and [Lisa Brennan-Jobs](http://en.wikipedia.org/wiki/Lisa_Brennan-Jobs), his daughter from a previous relationship.[[170]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-CNNObit-169) His family released a statement saying that he "died peacefully".[[171]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Statement_by_Steve_Jobs.27_Family-170)[[172]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steven_Paul_Jobs.2C_1955.E2.80.932011:_Apple_Co-Founder_Transformed_Technology.2C_Media.2C_Retailing_And_Built_One_of_the_World.27s_Most_Valuable_Companies-171)

According to Simpson, Jobs "looked at his sister Patty, then for a long time at his children, then at his life's partner, Laurene, and then over their shoulders past them". His last words, spoken hours before his death, were

"OH WOW. OH WOW. OH WOW."

 (These words were capitalized in *The New York Times* presentation of her eulogy.) [[106]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-eulogy-105)

For two weeks following his death, Apple's corporate Web site displayed a simple page, showing Jobs's name and lifespan next to his grayscale portrait. Clicking on the image led to an obituary, which read:

Apple has lost a visionary and creative genius, and the world has lost an amazing human being. Those of us who have been fortunate enough to know and work with Steve have lost a dear friend and an inspiring mentor. Steve leaves behind a company that only he could have built, and his spirit will forever be the foundation of Apple.[*[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed" \o "Wikipedia:Citation needed)*]

Also dedicating its homepage to Jobs was [Pixar](http://en.wikipedia.org/wiki/Pixar), with a photo of Jobs, [John Lasseter](http://en.wikipedia.org/wiki/John_Lasseter) and [Ed Catmull](http://en.wikipedia.org/wiki/Ed_Catmull), and the eulogy they wrote:[[173]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-Pixar-172)

Steve was an extraordinary visionary, our very dear friend, and our guiding light of the Pixar family. He saw the potential of what Pixar could be before the rest of us, and beyond what anyone ever imagined. Steve took a chance on us and believed in our crazy dream of making computer animated films; the one thing he always said was to 'make it great.' He is why Pixar turned out the way we did and his strength, integrity, and love of life has made us all better people. He will forever be part of Pixar's DNA. Our hearts go out to his wife Laurene and their children during this incredibly difficult time.[[173]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Pixar-172)

Apple and Pixar's website still displays their tribute with a link to it on their respective main pages.

An email address was also posted for the public to share their memories, condolences, and thoughts.[[174]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Apple_website_pays_tribute_to_Steve_Jobs-173)[[175]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Remembering_Steve_Jobs-174) Over a million tributes were sent, which are now displayed on the Steve Jobs memorial page.

Shortly after his death was announced, [ABC](http://en.wikipedia.org/wiki/American_Broadcasting_Company), [CBS](http://en.wikipedia.org/wiki/CBS), and [NBC](http://en.wikipedia.org/wiki/NBC) interrupted scheduled programming to broadcast this news.[[176]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-ccdsdi-175) Numerous newspapers around the world carried news of his death on their front pages the next day. Several notable people, including US President [Barack Obama](http://en.wikipedia.org/wiki/Barack_Obama),[[177]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Statement_by_the_President_on_the_Passing_of_Steve_Jobs-176) British Prime Minister [David Cameron](http://en.wikipedia.org/wiki/David_Cameron),[[178]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-177) [Microsoft](http://en.wikipedia.org/wiki/Microsoft) founder [Bill Gates](http://en.wikipedia.org/wiki/Bill_Gates),[[179]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-thegatesnotes-178) and [The Walt Disney Company](http://en.wikipedia.org/wiki/The_Walt_Disney_Company)'s [Bob Iger](http://en.wikipedia.org/wiki/Bob_Iger) commented on the death of Jobs. [*Wired News*](http://en.wikipedia.org/wiki/Wired_News) collected reactions and posted them in tribute on their homepage.[[180]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-1955.E2.80.932011:_Steve_Jobs-179) Other statements of condolences were made by many of Jobs's friends and colleagues, such as [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) and [George Lucas](http://en.wikipedia.org/wiki/George_Lucas).[[181]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-http:.2F.2Fwww.washingtonpost.com.2Fbusiness.2Fapple-co-founder-steve-wozniak-says-hell-miss-steve-jobs-as-much-as-everyone.2F2011.2F10.2F06.2FgIQAJLG8OL_story.html-180)[[182]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Industry_Icons_Unique_Legacy-181)[[183]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-http:.2F.2Fpostcards.blogs.fortune.cnn.com.2F2011.2F10.2F06.2Fgeorge-lucas-steve-jobs.2F-182)

A small private funeral was held on October 7, 2011, of which details were not revealed in respect to Jobs's family.[[184]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_Funeral_Is_Friday-183) Apple announced on the same day that they had no plans for a public service, but were rather encouraging "well-wishers" to send their remembrance messages to an email address created to receive such messages.[[185]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Remembering_Steve_Jobs4-184) Sunday, October 16, 2011, was declared "Steve Jobs Day" by Governor [Jerry Brown](http://en.wikipedia.org/wiki/Jerry_Brown) of California.[[186]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-185) On that day, an invitation-only memorial was held at [Stanford University](http://en.wikipedia.org/wiki/Stanford_University). Those in attendance include Apple and other tech company executives, members of the media, celebrities, close friends of Jobs, and politicians, along with Jobs's family. U2's [Bono](http://en.wikipedia.org/wiki/Bono), [Yo Yo Ma](http://en.wikipedia.org/wiki/Yo_Yo_Ma), and [Joan Baez](http://en.wikipedia.org/wiki/Joan_Baez) performed at the service, which lasted longer than an hour. The service was highly secured, with guards at all of the university's gates, and a helicopter flying overhead from an area news station.[[187]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-186)[[188]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-187)

Both [Apple](http://en.wikipedia.org/wiki/Apple) and [Microsoft](http://en.wikipedia.org/wiki/Microsoft) flew their flags at [half-staff](http://en.wikipedia.org/wiki/Half-staff) throughout their respective headquarters and campuses.[[189]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-188)[[190]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-189) [Bob Iger](http://en.wikipedia.org/wiki/Bob_Iger) ordered all [Disney](http://en.wikipedia.org/wiki/Disney) properties, including [Walt Disney World](http://en.wikipedia.org/wiki/Walt_Disney_World) and [Disneyland](http://en.wikipedia.org/wiki/Disneyland), to fly their flags at half-staff, from October 6 to 12, 2011.[[191]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-190)

A private memorial service for Apple employees was held on October 19, 2011, on the Apple Campus in Cupertino. Present were Cook, [Bill Campbell](http://en.wikipedia.org/wiki/William_Campbell_%28business_executive%29), [Norah Jones](http://en.wikipedia.org/wiki/Norah_Jones), [Al Gore](http://en.wikipedia.org/wiki/Al_Gore), and [Coldplay](http://en.wikipedia.org/wiki/Coldplay), and Jobs's widow, Laurene, was in attendance. Some of Apple's retail stores closed briefly so employees could attend the memorial. An official video of the service is available on Apple's website.[[192]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-191)

Jobs is buried at [Alta Mesa Memorial Park](http://en.wikipedia.org/wiki/Alta_Mesa_Memorial_Park), the only non-denominational cemetery in Palo Alto.[[193]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-abcnews-192)[[194]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-yahoo5-193)

Major media published commemorative works. *Time* published a commemorative issue for Jobs on October 8, 2011. The issues cover featured a portrait of Jobs, taken by [Norman Seeff](http://en.wikipedia.org/wiki/Norman_Seeff), in which he is sitting in the [lotus position](http://en.wikipedia.org/wiki/Lotus_position) holding the [original Macintosh](http://en.wikipedia.org/wiki/Macintosh_128K) computer, first published in [*Rolling Stone*](http://en.wikipedia.org/wiki/Rolling_Stone) in January 1984. The issue marked the eighth time Jobs has been featured on the cover of *Time*.[[195]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-194) The issue included a [photographic essay](http://en.wikipedia.org/wiki/Photo-essay) by Diana Walker, a [retrospective](http://en.wikipedia.org/wiki/Retrospective) on [Apple](http://en.wikipedia.org/wiki/Apple_Inc.) by [Harry McCracken](http://en.wikipedia.org/wiki/Harry_McCracken) and [Lev Grossman](http://en.wikipedia.org/wiki/Lev_Grossman), and a six-page essay by Walter Isaacson. Isaacson's essay served as a preview of his biography, [*Steve Jobs*](http://en.wikipedia.org/wiki/Steve_Jobs_%28biography%29).[[196]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_day_Steve_Jobs_called_Walter_Isaacson-195)

[*Bloomberg Businessweek*](http://en.wikipedia.org/wiki/Bloomberg_Businessweek) also published a commemorative issue. The cover of the magazine features Apple-style simplicity, with a black-and-white, up-close photo of Jobs and his years of birth and death. The issue was published without advertisements. It featured extensive essays by [Steve Jurvetson](http://en.wikipedia.org/wiki/Steve_Jurvetson), [John Sculley](http://en.wikipedia.org/wiki/John_Sculley), Sean Wisely, William Gibson, and [Walter Isaacson](http://en.wikipedia.org/wiki/Walter_Isaacson).

[Free software](http://en.wikipedia.org/wiki/Free_software) pioneer [Richard Stallman](http://en.wikipedia.org/wiki/Richard_Stallman) dissented from the prevailing hagiographic views of Jobs to draw attention to the tight corporate control Apple exercised over consumer computers and handheld devices, how Apple restricted news reporters, and persistently violated privacy: "Steve Jobs, the pioneer of the computer as a jail made cool, designed to sever fools from their freedom, has died".[[197]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Richard_Stallman.27s_dissenting_view_on_Steve_Jobs-196)[[198]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-197)

Although reporters wrote glowing elegies after Jobs died, [*Los Angeles Times*](http://en.wikipedia.org/wiki/Los_Angeles_Times) media critic James Rainey reported that they "came courtesy of reporters who—after deadline and off the record—would tell stories about a company obsessed with secrecy to the point of paranoia. They remind us how Apple shut down a youthful fanboy blogger, punished a publisher that dared to print an unauthorized Jobs biography and repeatedly ran afoul of the most basic tenets of a free press."[[199]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_and_Apple_vs._a_free_press_2011-198)

Apple "has taken stances that, in my opinion, are outright hostile to the practice of journalism," said longtime Silicon Valley reporter [Dan Gillmor](http://en.wikipedia.org/wiki/Dan_Gillmor).[[199]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_and_Apple_vs._a_free_press_2011-198) Under Jobs, Apple sued three "small fry" bloggers who reported tips about the company and its unreleased products and tried to use the courts to force them to reveal their sources. Under Jobs, Apple even sued a teenager, [Nicholas Ciarelli](http://en.wikipedia.org/wiki/Nicholas_Ciarelli), who wrote enthusiastic speculation about Apple products beginning at age 13. His popular blog, ThinkSecret, was a play on Apple's slogan "Think Different." [[199]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_and_Apple_vs._a_free_press_2011-198) Rainey wrote that Apple wanted to kill ThinkSecret as "It thought any leaks, even favorable ones, diluted the punch of its highly choreographed product launches with Jobs, in his iconic jeans and mock turtleneck outfit, as the star." [[199]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Steve_Jobs_and_Apple_vs._a_free_press_2011-198)

## Honors and public recognition



Jobs presenting iPhone OS (now [iOS](http://en.wikipedia.org/wiki/IOS)) 2 at [WWDC 2008](http://en.wikipedia.org/wiki/Worldwide_Developers_Conference).

After Apple's founding, Jobs became a symbol of his company and industry. When [*Time*](http://en.wikipedia.org/wiki/Time_%28magazine%29) named the computer as the 1982 ["Machine of the Year"](http://en.wikipedia.org/wiki/Time_Person_of_the_Year), the magazine published a long profile of Jobs as "the most famous maestro of the micro".[[200]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cocks19830103-199)[[201]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-golden19830103-200)

Jobs was awarded the [National Medal of Technology](http://en.wikipedia.org/wiki/National_Medal_of_Technology) by President [Ronald Reagan](http://en.wikipedia.org/wiki/Ronald_Reagan) in 1984, with [Steve Wozniak](http://en.wikipedia.org/wiki/Steve_Wozniak) (among the first people to ever receive the honor),[[202]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_National_Medal_Of_Technology_Recipients_1985_Laureates-201) and a [Jefferson Award for Public Service](http://en.wikipedia.org/wiki/Jefferson_Awards_for_Public_Service) in the category "Greatest Public Service by an Individual 35 Years or Under" (also known as the *Samuel S. Beard Award*) in 1987.[[203]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-jeffersonawards-202) On November 27, 2007, Jobs was named the most powerful person in business by [*Fortune*](http://en.wikipedia.org/wiki/Fortune_%28magazine%29) magazine.[[204]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cnn6-203) On December 5, 2007, [California Governor](http://en.wikipedia.org/wiki/Governor_of_California) [Arnold Schwarzenegger](http://en.wikipedia.org/wiki/Arnold_Schwarzenegger) and First Lady [Maria Shriver](http://en.wikipedia.org/wiki/Maria_Shriver) inducted Jobs into the [California Hall of Fame](http://en.wikipedia.org/wiki/California_Hall_of_Fame), located at [The California Museum for History, Women and the Arts](http://en.wikipedia.org/wiki/The_California_Museum_for_History,_Women_and_the_Arts).[[205]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-californiamuseum-204)

In August 2009, Jobs was selected as the most admired entrepreneur among teenagers in a survey by [Junior Achievement](http://en.wikipedia.org/wiki/Junior_Achievement),[[206]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-www-205) having previously been named Entrepreneur of the Decade 20 years earlier in 1989, by [*Inc. magazine*](http://en.wikipedia.org/wiki/Inc._%28magazine%29).[[207]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Inc-206) On November 5, 2009, Jobs was named the CEO of the decade by [*Fortune*](http://en.wikipedia.org/wiki/Fortune_%28magazine%29) magazine.[[208]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-fortune_CEO-207)

In September 2011, Jobs was ranked No.17 on [*Forbes*](http://en.wikipedia.org/wiki/Forbes): The World's Most Powerful People.[[209]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-The_World.27s_Most_Powerful_People-208) In December 2010, the [*Financial Times*](http://en.wikipedia.org/wiki/Financial_Times) named Jobs its person of the year for 2010, ending its essay by stating, "In his autobiography, [John Sculley](http://en.wikipedia.org/wiki/John_Sculley), the former PepsiCo executive who once ran Apple, said this of the ambitions of the man he had pushed out: 'Apple was supposed to become a wonderful consumer products company. This was a lunatic plan. High-tech could not be designed and sold as a consumer product.' How wrong can you be".[[210]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-www7-209)

At the time of his resignation, and again after his death, he was widely described as a visionary, pioneer and genius[[211]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-suntimes_1-210)[[212]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-independent_1-211)[[213]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-SA_Mail_.26_Guardian-212)[[214]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-telegraph_1-213)—perhaps one of the foremost—in the field of business,[[208]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-fortune_CEO-207)[[215]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-ZDnet_1-214)[[216]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Time_Curious_Capitalist_column-215) innovation,[[217]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-WNCF_Obama-216) and product design,[[218]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Wall_Street_Journal_1-217) and a man who had profoundly changed the face of the modern world,[[211]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-suntimes_1-210)[[213]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-SA_Mail_.26_Guardian-212)[[217]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-WNCF_Obama-216) revolutionized at least six different industries,[[212]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-independent_1-211) and who was an "exemplar for all chief executives".[[212]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-independent_1-211) His death was widely mourned[[219]](http://en.wikipedia.org/wiki/Steve_Jobs" \l "cite_note-Apple_.27genius.27_Steve_Jobs_dies_from_cancer-218) and considered a loss to the world by commentators across the globe.[[214]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-telegraph_1-213)

After his resignation as Apple's CEO, Jobs was characterized as the [Thomas Edison](http://en.wikipedia.org/wiki/Thomas_Edison) and [Henry Ford](http://en.wikipedia.org/wiki/Henry_Ford) of his time.[[220]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-Where_Some_Earn_Enmity.2C_Jobs_Won_Affection-219)[[221]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-What_Makes_Steve_Jobs_Great-220) In his [*The Daily Show*](http://en.wikipedia.org/wiki/The_Daily_Show) eulogy, [Jon Stewart](http://en.wikipedia.org/wiki/Jon_Stewart) said that unlike others of Jobs's ilk, such as Thomas Edison or Henry Ford, Jobs died young. He felt that we had, in a sense, "wrung everything out of" these other men, but his feeling on Jobs was that "we're not done with you yet."[[222]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-October_06.2C_2011_-_Jason_Sudeikis-221)

## Portrayals and coverage in books and film

### Books

* [*Steve Jobs*](http://en.wikipedia.org/wiki/Steve_Jobs_%28biography%29) (2011), an authorized biography written by [Walter Isaacson](http://en.wikipedia.org/wiki/Walter_Isaacson).
* [The Little Kingdom](http://en.wikipedia.org/wiki/The_Little_Kingdom) (1984) by Michael Moritz, documenting the founding of (then) [Apple Computer](http://en.wikipedia.org/wiki/Apple_Computer).
* [The Second Coming of Steve Jobs](http://en.wikipedia.org/wiki/The_Second_Coming_of_Steve_Jobs) (2006), by Alan Deutschman
* [iCon: Steve Jobs](http://en.wikipedia.org/wiki/ICon:_Steve_Jobs) (1996), by Jeffrey S. Young & William L. Simon

### Documentaries

* [*The Machine That Changed the World (TV miniseries)*](http://en.wikipedia.org/wiki/The_Machine_That_Changed_the_World_%28TV_miniseries%29) – Part 3 of this 1992 5-part documentary, called *The Paperback Computer*, prominently featured Jobs and his role in the early days of Apple.
* [*Triumph of the Nerds*](http://en.wikipedia.org/wiki/Triumph_of_the_Nerds) – a 1996 three-part documentary for [PBS](http://en.wikipedia.org/wiki/Public_Broadcasting_Service), about the rise of the [home computer](http://en.wikipedia.org/wiki/Home_computer)/personal computer.
* [*Nerds 2.0.1*](http://en.wikipedia.org/wiki/Nerds_2.0.1) – a 1998 three-part documentary for [PBS](http://en.wikipedia.org/wiki/Public_Broadcasting_Service), (and sequel to *Triumph of the Nerds*) which chronicles the development of the Internet.
* *iGenius: How Steve Jobs Changed the World*  – a 2011 [Discovery Channel](http://en.wikipedia.org/wiki/Discovery_Channel) documentary hosted by [Adam Savage](http://en.wikipedia.org/wiki/Adam_Savage) and [Jamie Hyneman](http://en.wikipedia.org/wiki/Jamie_Hyneman).[[223]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-222)
* *Steve Jobs: One Last Thing*  – a 2011 [PBS](http://en.wikipedia.org/wiki/PBS) documentary produced by [Pioneer Productions](http://en.wikipedia.org/wiki/Pioneer_Productions).[[224]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-223)

### Films

* [*Pirates of Silicon Valley*](http://en.wikipedia.org/wiki/Pirates_of_Silicon_Valley) – a 1999 [TNT](http://en.wikipedia.org/wiki/TNT_%28TV_channel%29) film which chronicles the rise of Apple and [Microsoft](http://en.wikipedia.org/wiki/Microsoft) from the early 1970s to 1997. Jobs is portrayed by [Noah Wyle](http://en.wikipedia.org/wiki/Noah_Wyle).[[225]](http://en.wikipedia.org/wiki/Steve_Jobs#cite_note-cnn8-224)

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Apple was supposed to become a wonderful consumer products company. That's why it hired a soft-drinks guy in the first place. By now, however, I knew this was a lunatic plan; our race to realize it had been a death march. Technology companies are only superficially in the same category as consumer products companies. We couldn't bend reality to all our dreams of changing the world. The world would also have to change us. Our perspective had been hopelessly wrong. High tech could not be designed and sold as a consumer product. The consumer business had collapsed at the end of 1984. Most people who bought computers stuffed them in the closet because balancing a checkbook wasn't reason enough to flick on the switch. Consumers weren't ready to put computers in their homes as easily as they installed telephones, refrigerators, televisions, and even Cuisinarts. They weren't willing to pay a couple of thousand dollars for something they didn't know what to do with.

—John Sculley and John A. Byrne, Odyssey: Pepsi to Apple – a journey of adventure, ideas and the future, Harper & Row, 1987

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