



Leading Apple with Steve Jobs: Management Lessons From a Controversial Genius

By Jay Elliot

Times Group Books, New Delhi, India. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. This book is about how Steve managed and motivated his people--and what every manager can learn from Jobs about motivating people to do the best work of their lives--an experience described by many who worked for him. Steve Jobs used "Pirates! Not the Navy" as a rallying cry--a metaphor to "Think Different". At Apple in the days of developing the Macintosh, it became the de-facto mantra of the Macintosh group--a four-word mission statement. It expresses the heart of Apple and Steve. , this book is a guide to shifting a person's paradigm to become Steve Jobs-like, to assemble and lead innovative teams. Printed Pages: 192.



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