

# Book delves into Apple founder's idiosyncrasies

By Kathryn Reed

Anyone who knew Steve Jobs is likely to say he was a difficult man with a tremendous vision who barely knew the word no.

It takes that kind of individual to bring the type of products to the market that Apple is responsible for. As he liked to say, he didn't believe in market studies because people don't now what they want or need. His goal was to create things people hadn't thought of. He did that with computers, phones and tablets. He revolutionized the music industry with the iPod.

Steve Jobs by Walter Isaacson



“Steve Jobs” by Walter Isaacson is an honest look at one of technology’s leaders. It came out in 2011, the same year Jobs died.

While Jobs is credited with much of Apple’s success – and at times its failures – the people who did the heavy lifting are also credited in the 630-page hardback.

But the book is about Jobs, not just Apple Computers.

Isaacson started it years before Jobs died. He had access to Jobs, his inner circle, his competitors and his family. Jobs

and his wife were adamant that a truthful portrayal of this tech tycoon be written.

We'll never know what Jobs would have thought of it. He probably would have found flaws. He was good at that – as is pointed out multiple times in the book.

Some books I just don't want to end. With this one it partly had to do with knowing there won't be a sequel – knowing the book would end with Jobs' death from cancer.

While much has been written about Jobs, this is a comprehensive look at the man who in many ways is still the face of Apple. Even people who aren't Apple advocates are likely to find this book intriguing because it's a great biography about one of this generation's iconic figures.