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Autore	Elliot Jay
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Nota di contenuto	Leading Apple with Steve Jobs: Management Lessons from a Controversial Genius; Copyright; Contents; Preface: Why I Wrote This Book; Chronology; 1: A Ding in the Universe: Everything Starts with an Inspiring Vision; Rating Steve as a Leader; Vision and Passion Are More Important than Credentials; Vision Must Be Based on Your Customers; Vision and Your Vendors; Acquiring a Company Can Water Down Your Vision and Culture; Communicating the Vision; The Way It's Made Can Be a Part of the Vision; Giving Your Team a Special Identity; The Magical World of the Pirate Life; Flying a Flag Vision for Innovation2: Steve's Business Philosophy and Values; Recognizing the Need for a Values Statement; The Worldwide Culture; The Lack of Secrecy in the Early Apple; A Background in Business Values; Companies with Values that Steve Admired; Losing Ground; The Head Pirate Returns; Building on the Values; Steve's Most Important Value: Attention to Details; Power of the User Culture; 3: People Who Know More than You: Choosing and Leading Your Lieutenants; The Role of the Team Leaders; Cross-Pollination and Monday Meetings; Steve and the Use of Language Dangers of the Middle Management Fear-of-Change SyndromeLessons

from a Mutiny; Thinking of Everything; The Challenge of Finding New Team Leaders; 4: Steve's Secrets for Selecting Great People; Wisdom Required; Your First Ten People; Project Groups; A Process for Hiring; Talented People Know Other Talented People; An Updated Version; Choosing People Who Can Adapt to the Style of the Leader; Special Hiring: Another Example; 5: Unusual Interviewing Techniques; Resume? Don't Bother; ""Let Me Tell You Where We're Going""; Leaving the Door Open; Will This Person Be Able to Share Bad News?

""Have You Ever Been Fired?""Looking for a Reaction; Judging the Ability to Contribute; The Below-Decks Crew Members; On Not Using Recruiters; All Hands on Deck; 6: To Protect Innovation, Create a Company within a Company; Taking Over; Reviving a Radical Idea: A Virtual Company within a Company; Creating a Skunk Works; Being Intrapreneurial; If All of Apple Had Become a Skunk Works; The Quest for Autonomy; Off Course: An Argument with Peter Drucker; Checklist: Is Your Organization Pirates . . . or The Navy?; An Effective Structure Can Survive a Change of Command

7: ""No More Crap Products"": Creating ExcellenceNo More Crap Products; Seeing into the Future; What Customers and Competitors Can and Can't Tell You; Don't Just Enter a Market, Build a Market; Becoming Your Own Best Customer; Facing Up to Mistakes; Steve Describes His Product-Creation Process; The Product Lineup: Saying No; Learning from Failure; 8: More on Product Strategy: Design Is How It Works; Product Development Decisions; Setting Standards: Design; Setting Standards: Simplicity; Setting Standards: Secrecy; Maintaining Control of Quality; Facing Up to Criticism

Steve's Legacy: The Power of the User Interface

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#### Sommario/riassunto

A former Senior VP of Apple shares how Steve Jobs motivated people to do the best work of their lives Jay Elliot was hired personally by Steve Jobs, just in time to accompany him on the last of his historic visits to Xerox's Palo Alto Research Center, the visits that changed the course of computing. As Senior VP of Apple, Jay served as Steve's right-hand man and trouble-shooter, overseeing all corporate operations and business planning, as well as software development and HR. In Leading Apple with Steve Jobs, Jay details how Steve managed and motivated his people-and what every

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