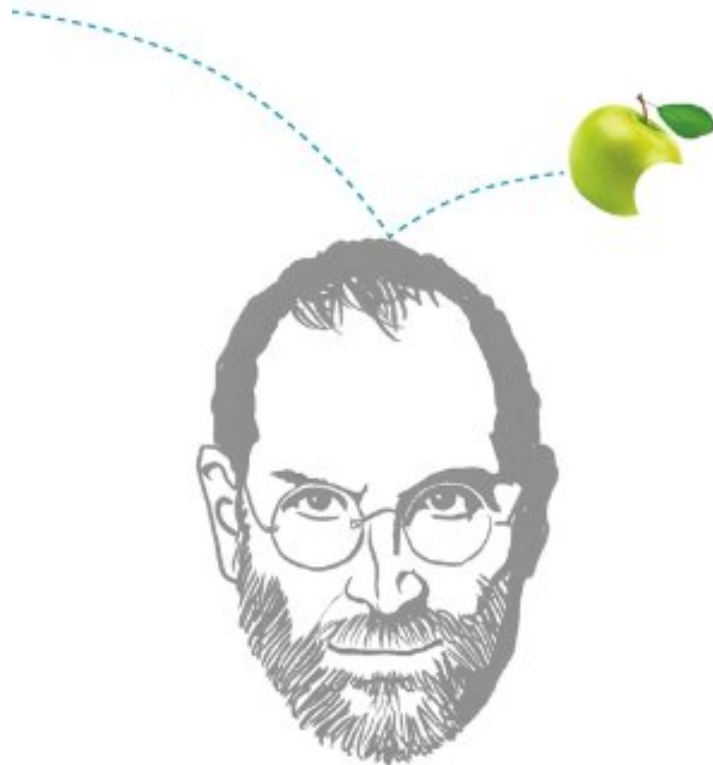


How to Think Like Steve Jobs

Daniel Smith

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A titan of technological innovation, Steve Jobs thought differently to everyone else. He had the mercurial ability to know what people wanted before they knew it themselves, and what's more, he knew how to sell that idea. An advocate of good design in both function as well as appearance, his influence in Silicone Valley changed the way the world thinks about technology. But how did he achieve such success? What were his methods? *How to Think Like Steve Jobs* reveals the philosophies and carefully honed skills Jobs used in his journey to the top and in the consolidation of Apple's unique place in the public consciousness. With his thoughts on innovation, how to find inspiration, presenting an idea, advertising and much more, you can learn how to view the world through the eyes of a genius. The insights this book provides into the mind of the master will have you thinking like Steve Jobs in no time at all.

This inspiring and edifying book reveals a remarkable man whose example is well worth following. *The Good Book Guide* About the Author Daniel Smith is a writer, editor, and researcher of nonfiction. His previous books include *Go Figure*, *How to Think Like Sherlock*, *Is Their A Lot Wrong With This Centence?*, *The Language of London*, and *Think You Know it All?*