



How Steve Jobs Changed Our World

Alan Deutschman

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"One to one, no one is as compelling, as charismatic, as seductive as Steve Jobs. It's just magic." – Alan Deutschman on "Bloomberg West" in August 2011

*In this original e-essay, part of the forthcoming book **Why Steve Jobs Matters**, veteran Silicon Valley journalist Alan Deutschman describes how Jobs changed the world we live in forever.*

Steve Jobs' far-reaching vision of what technology was capable of rescued the American Dream while creating one of the most influential companies in the world, Apple Computer. Epic early career highs and lows, unwavering persistence and a relentless work ethic transformed him into the mythical hero he is today. His life story combined elements of contemporary legend, and the brilliant products he brought us—the iMac, iTunes, iPod, iPhone and iPad—anticipated needs we never knew we had. Now, Alan Deutschman brings together the intersecting stories of Steve Jobs—his personal life and the truly great corporation he created—to show readers "How Steve Jobs Changed Our World."

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