



Steve Jobs: Edición en Español (Spanish Edition)

Walter Isaacson

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La biografía definitiva de Steve Jobs

La muerte de Steve Jobs ha conmocionado al mundo. Tras entrevistarle en más de cuarenta ocasiones en los últimos dos años, además de a un centenar de personas de su entorno, familiares, amigos, adversarios y colegas, Walter Isaacson nos presenta la única biografía escrita con la colaboración de Jobs, el retrato definitivo de uno de los iconos indiscutibles de nuestro tiempo, cuya creatividad, energía y afán de perfeccionismo revolucionaron seis industrias: la informática, el cine de animación, la música, la telefonía, las tabletas y la edición digital.

Consciente de que la mejor manera de crear valor en el siglo xxi es conectar la creatividad con la tecnología, fundó una empresa en la que impresionantes saltos de la imaginación van de la mano de asombrosos logros tecnológicos.

Aunque Jobs colaboró con el libro, no pidió ningún control sobre el contenido, ni siquiera el derecho a leerlo antes de la publicación. No rehuyó ningún tema y animó a la gente que conocía a hablar con franqueza. Jobs habla con sinceridad a veces brutal sobre la gente con la que ha trabajado y contra la que ha competido. De igual modo, sus amigos, rivales y colegas ofrecen una visión sin edulcorar de las pasiones, los demonios, el perfeccionismo, los deseos, el talento, los trucos y la obsesión por controlarlo todo que modelaron su visión empresarial y los innovadores productos que logró crear.

Su historia, por tanto, es el retrato de una fascinante vida: la de un genio capaz de enfurecer y seducir a partes iguales.

Indisputably one of the biggest names in business, Steve Jobs and innovation have become practically synonymous. One of the early pioneers in the world of computers, Jobs is renowned for his work as head of Apple, helping to establish the company as a worldwide technological leader and standard bearer with a devoted consumer base. In this fascinating new book, bestselling biographer Walter Isaacson takes us inside the mind and life of Steve Jobs, touching on everything from his career to his family, friends, colleagues, and enemies. Drawing from over forty interviews, Isaacson's biography is an unquestionably definitive portrait of one of the greatest icons of our age.

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Lorri Nicholson:

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