



STEVE JOBS

This is Steve Jobs. He is slowly taking over the world, one iMac at a time. He is cofounder and CEO of Apple. Many people feel that without Steve Jobs, Apple would tank, as shown in the 3 years he was relieved of his duty for Apple in 1993. Upon returning, in 1996, it was clear Steve was the companies backbone.

Once, a college dropout, now a cultural icon, he has reinvented our expectations for electronics. From computers, to phones, to music devices, as Apple customers, we expect nothing to let us down. Jobs certainly does just that and more. It's proof in the stocks, with a near 70% rise over the past year. The consistent invention of new toys keeps customers on their feet and desiring the best products out there, and as soon as they are available. This

EVOLUTION OF THE iMAC



iMac 2007



iMac 2006



iMac 2004



iMac 2002



iMac 1999



iMac 1998

is proof in the mobs of people lined up outside the hundreds of Apple stores, any time a new product is available.

iMacs, iPods, iPhones, iTunes, iBook, it seems that every year, Jobs is inventing the next great "iProduct". Not only is he responsible for being the cofounder of Apple, but Steve Jobs also co-founded Pixar Animation Studio,

"I've always wanted to own and control the primary technology in everything we do."

"which has created eight of the most successful and beloved animated films of all time: Toy Story, A Bug's Life, Toy Story 2, Monsters, Inc., Finding Nemo, The Incredibles, Cars and Ratatouille."

This is most recently evidenced in Pixar's latest film, "WALL-E" where the sound of the robot booting after charging is the very familiar sound of an iMac booting up. What make Steve

Jobs such a likable person is his interest in innovation. Whereas a person, such as Bill Gates, interests lie with money.

Born in Green Bay, Wisconsin, Steve Jobs was adopted by his mother Joanne Simpson and an Egyptian Arab father, Paul. He once took a job at Atari Inc, a known and successful manufacturer of video games. Jobs interest in innovation as opposed to money may be due in part to his trip to India. "After saving up some money Steve Jobs

took off for India in the search of enlightenment with his friend Dan Kottke. Once he returned he convinced Steve Wozniak to quit his job at Hewlett Packard and join him in his venture that centered personal computers." The rest is history filled with invention after innovation, and we look forward and will wait in an ungodly line for everyone of them.

By Sara Dennis