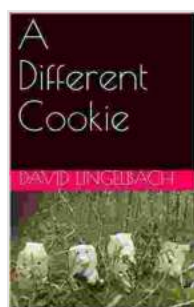


# Different Cookie: The Compelling New Biography of Apple CEO Steve Jobs

Walter Isaacson's new book, *Different Cookie*, is a must-read for anyone interested in the life and career of Apple CEO Steve Jobs. The book is a captivating and in-depth look at one of the most influential figures in business and technology.



## A Different Cookie by Walter Isaacson

★★★★☆ 4.7 out of 5

Language	: English
File size	: 1477 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 31 pages
Lending	: Enabled



Isaacson, a Pulitzer Prize-winning author, interviewed Jobs for more than two years before his death in 2011. The book is based on those interviews, as well as on interviews with Jobs's family, friends, and colleagues.

*Different Cookie* is a fascinating and revealing portrait of Jobs. The book explores his early days as a college dropout to his rise as one of the most successful entrepreneurs in history. Isaacson also delves into Jobs's personal life, including his relationships with his family and friends.

One of the most striking things that emerges from the book is Jobs's relentless drive to achieve his goals. He was constantly pushing himself and his employees to do better. He was also a perfectionist, and he was never satisfied with anything less than the best.

Jobs's drive and perfectionism led to some great successes. He was the driving force behind the development of some of the most iconic products in history, including the Macintosh, the iPod, and the iPhone. He also helped to create Apple into one of the most successful companies in the world.

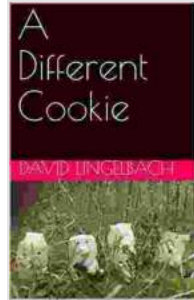
However, Jobs's drive and perfectionism also had a dark side. He could be ruthless and demanding, and he often alienated those around him. He was also a workaholic, and he often neglected his personal life.

Despite his flaws, Jobs was a brilliant and visionary leader. He was able to see the future of technology, and he was relentless in his pursuit of that vision. He was also a master marketer, and he was able to create a cult-like following for Apple products.

Different Cookie is a fascinating and revealing portrait of Steve Jobs. The book is a must-read for anyone who wants to understand one of the most influential figures in business and technology.

### **About the Author**

Walter Isaacson is a Pulitzer Prize-winning author and historian. He is the former managing editor of Time magazine and the former CEO of the Aspen Institute. He has written biographies of Benjamin Franklin, Albert Einstein, and Steve Jobs.



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