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Summary: Inside Steve's Brain - Leander Kahney: The Principles that Guide Steve Jobs as He Launches Killer Products, Attracts Fanatically Loyal Customers, ... Some of the World's Most Powerful Brands

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Complete summary of Leander Kahney's book: "Inside Steve's Brain: The Principles that Guide Steve Jobs as He Launches Killer Products, Attracts Fanatically Loyal Customers, and Manages Some of the World’s Most Powerful Brands".

This summary of the ideas from Leander Kahney's book "Inside Steve's Brain" shows that Steve Jobs has single-handedly revolutionized the personal computer industry, built Pixar, dramatically changed the music industry and turned around a Fortune 500 company in dire straits. He has the reputation of being a tricky person to work with, but he’s a self-made billionaire who must be doing something right. This summary analyzes Steve Jobs’ career, identifying some key personality traits which have propelling him to the top. It also looks at each trait, and demonstrates how it’s helped him in crucial decisions. For example, Jobs is focused: he’s aware of what he’s good at, and what he’s not. He delegates the latter in order to focus on the former. He takes that philosophy into a wider arena, by always concentrating on what Apple do best as well. Jobs is a perfectionist: this has meant that good projects have been killed, and that product design takes longer. But this has paid off, because Apple has won countless design awards and intuitive design is one of its USPs.

Added-value of this summary:
• Save time
• Understand key concepts
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To lear more, read "Inside Steve's Brain" and discover a fascinating book, combining biographical detail with business advice and strategy analysis.

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