

Primary Sources

Steve Jobs at D5 Conf. 2007. Wall Street Journal Video. Wall Street Journal, 10 July 2007. Web.

28 Feb. 2015. <[http://www.wsj.com/video/steve-jobs-at-d5-full-session/FED32584-](http://www.wsj.com/video/steve-jobs-at-d5-full-session/FED32584-B94E-49D9-A194-28ED6BC80486.html)

[B94E-49D9-A194-28ED6BC80486.html](http://www.wsj.com/video/steve-jobs-at-d5-full-session/FED32584-B94E-49D9-A194-28ED6BC80486.html)>. This video shows Steve Jobs at the D5

conference, which was held by Wall Street Journal. It gave a good insight on what led to

his success, and what he did to become successful.

Jobs, Steven. "Future Isn't What It Used To Be." International Design Conference. Aspen, CO. 15

June 1983. Speech. This is an important speech by Steve Jobs which outlines his

innovative ideas. It was presented at the International Design Conference, in Aspen,

Colorado. It shows how he thought about his work, and what he did to make himself, his

employees, and his electronics better.

Lessons in Leadership from Steve Jobs. By Walter Isaacson. *Simon and Schuster.* Simon and

Schuster, 2011. Web. <[http://books.simonandschuster.com/Steve-Jobs/Walter-](http://books.simonandschuster.com/Steve-Jobs/Walter-Isaacson/9781451648539?mcd=vd_youtube_book#video-1503489735001)

[Isaacson/9781451648539?mcd=vd_youtube_book#video-1503489735001](http://books.simonandschuster.com/Steve-Jobs/Walter-Isaacson/9781451648539?mcd=vd_youtube_book#video-1503489735001)>. In this

video, Walter Isaacson, the man who wrote the famous biography on Steve Jobs, talks

about how Steve Jobs was a good leader. He talks about his good qualities that made

him a better and successful leader.

John Sculley on How Steve Jobs Got Fired from Apple. Prod. Forbes. *Forbes.* Forbes, n.d. Web.

<[http://www.forbes.com/sites/randalllane/2013/09/09/john-sculley-just-gave-his-](http://www.forbes.com/sites/randalllane/2013/09/09/john-sculley-just-gave-his-most-detailed-account-ever-of-how-steve-jobs-got-fired-from-apple/)

[most-detailed-account-ever-of-how-steve-jobs-got-fired-from-apple/](http://www.forbes.com/sites/randalllane/2013/09/09/john-sculley-just-gave-his-most-detailed-account-ever-of-how-steve-jobs-got-fired-from-apple/)>. In this video,

John Sculley describes the reason that he wanted to fire Steve Jobs. He shows his side to the story, unlike other sources, which just show Steve Jobs' side to the story.

Silicon Valley Historical Association. *Steve Jobs 1994 Interview*. *Silicon Valley Historical Association*. Silicon Valley Historical Association, 1994. Web.

<<http://www.siliconvalleyhistorical.org/steve-jobs-1994-uncut-interview>>. In this video, Steve Jobs gives a good idea about his convictions. He talked about not giving up, and said that one should be willing to fail, and be willing to crash and burn in order to succeed. He said that if you are afraid to fail, you won't get very far in life.

Isaacson, Walter. *Steve Jobs*. New York: Simon, 2011. Print. This biography of Steve Jobs tells me about his life from beginning to end. It gives me a detailed description of all the important events that had happened. It doesn't just focus on his accomplishments, it also talks about his failures, work, and what he did to make himself, his employees, and his electronics better. Isaacson was able to go and personally talk to Jobs.

"The Commencement Address." Stanford University. 12 June 2005. Speech.

<http://news.stanford.edu/news/2005/june15/jobs-061505.html>>. This is a video and transcript of Steve Jobs giving a speech in 2005. It shows what his life was like from his perspective. It is insightful because it tells how he developed his personality.

Wozniak, Steve. Personal interview. N.d. This interview was conducted on Steve Wozniak, a friend of Jobs and the co-founder of Apple. In this interview, he explains how the rough attitude of Steve Jobs sometimes became a bit too much. Wozniak explains how some of Jobs' employees strongly disliked his leadership style.

"Apple CEO Steve Jobs Introduces the iPad." *New York Post*. N.p., n.d. Web. 28 Feb. 2015.

<[https://thenypost.files.wordpress.com/2013/08/steve_jobs-](https://thenypost.files.wordpress.com/2013/08/steve_jobs-300x4501.jpg?w=300&h=450&crop=1)

[300x4501.jpg?w=300&h=450&crop=1](https://thenypost.files.wordpress.com/2013/08/steve_jobs-300x4501.jpg?w=300&h=450&crop=1)>. This is a picture of Steve Jobs holding the iPad.

The iPad was a major innovation in mobile computing that would change the way people would use computers.

"Blue Box." *Mac History*. N.p., n.d. Web. 28 Feb. 2015. <[http://www.mac-history.net/apple-](http://www.mac-history.net/apple-people/2013-02-02/blue-box)

[people/2013-02-02/blue-box](http://www.mac-history.net/apple-people/2013-02-02/blue-box)>. The Blue Box that Steve Jobs and Steve Wozniak created together is important, because it sparked Jobs' interest in electronics, and strengthened his relationship with Sculley.

"The Entrepreneur of the Decade." *Inc.* N.p., n.d. Web. 28 Feb. 2015.

<http://www.inc.com/uploaded_files/image/Steve-Jobs-Entrepreneur-of-the-Decade-cover-story-1989-pop_10605.jpg>. This is a picture of Steve Jobs on the cover of Inc. Magazine. He was awarded "Entrepreneur of the Decade." This is another recognition that he was a true leader.

In this Sept. 5, 2007, file photo, Apple CEO Steve Jobs introduces the Apple Nano in San Francisco. Walter Isaacson's authorized biography of Steve Jobs comes out on Oct. 24.

SFGate. N.p., n.d. Web. 13 Sept. 2014.

<http://blog.sfgate.com/techchron/files/2011/10/Books_Steve_Jobs-NYET434-0.jpg>. This is a photo of Steve Jobs introducing the Apple Nano in San Francisco, on September 5, 2007. This relates to my project because Steve Jobs had many ideas that made the Nano much better.

"The Macintosh Mouse." *Stanford Magazine*. N.p., n.d. Web. 28 Feb.

2015. <https://alumni.stanford.edu/get/page/magazine/article/?article_id=37694>. In 1980, Steve Jobs asked a group of people from Stanford's product design program to take a \$400 device (a mouse) and make it mass-producible, reliable and cheap. Their work transformed personal computing.

"The Macintosh." *The Week*. N.p., n.d. Web. 28 Feb. 2015.

<<http://theweek.com/articles/484515/mac-beat-pcs-corporate-world>>. This is a picture of the first Macintosh. This was one of the first electronics that Steve Jobs worked on.

"Stephen Jobs." *Youth Creative Business*. N.p., n.d. Web. 18 Sept. 2014.

<<http://www.youngpeoplesbusiness.eu/wp-content/uploads/2014/06/young-steve-jobs-1-e1317873981447.jpg>>. This is a picture of Steve Jobs with the Apple Computer 1. The Apple Computer 1 was what started his journey to become one of the greatest leaders of technology.

"Steve Jobs." *Information Week*. N.p., n.d. Web. 18 Sept. 2014.

<<https://mail.google.com/mail/u/0/?ui=2&ik=5632ac25c1&view=att&th=14850ad7bb6da786&attid=0.5&disp=emb&zw&atsh=1>>. This is a picture of Steve Jobs showing him at work.

"Steve Jobs." *All About Steve Jobs*. N.p., n.d. Web. 13 Sept. 2014. <[http://upload.about](http://upload.aboutsteve.org/commons/b/b9/Steve_Jobs_Headshot_2010-CROP.jpg)

[steve.org/commons/b/b9/Steve_Jobs_Headshot_2010-CROP.jpg](http://upload.aboutsteve.org/commons/b/b9/Steve_Jobs_Headshot_2010-CROP.jpg)>. Steve Jobs introducing the iPhone 4. This is related to the NHD project because iPhone was a culmination of some ideas he had put forward earlier in his life.

"Steve Jobs." *All About Steve Jobs*. N.p., n.d. Web. 13 Sept. 2014. <http://en.aboutsteve.org/Steve_Jobs#mediaviewer/File:Stevejobs_Macworld2005.jpg>. This is a picture of Steve Jobs at the Macworld Conference in San Francisco, on January 11, 2005.

"Steve Jobs at NeXT." *PC World*. N.p., n.d. Web. 17 Nov. 2014. <http://images.pcworld.com/images/article/2011/08/10_stevejobs-5210485.jpg>. This is a picture of Steve Jobs with the NeXT computer. It shows that he really enjoyed what he did, so even after being fired from Apple, he made another company.

"Steve Jobs Launches the First iPod." *Mac History*. N.p., n.d. Web. 28 Feb. 2015. <<http://www.mac-history.net/wp-content/uploads/2014/02/Apple-Music-Event-2001-The-First-Ever-iPod-Introduction-300x226.png>>. This is a picture of Steve Jobs introducing the iPod. It was a new idea that was not thought of in depth by other companies, and the iPod was a huge success.

"Steve Jobs Unveiling the iPhone." *Computer History*. N.p., n.d. Web. 28 Feb. 2015. <<http://www.computerhistory.org/atcm/wp-content/uploads/2011/12/Steve-Jobs-iPhone.jpg>>. This is a picture of Steve Jobs holding the iPhone at the 2007 MacWorld Conference.

"Steve Jobs With Apple Computer." *Young People's Business*. N.p., n.d. Web. 18 Sept. 2014. <<http://www.youngpeoplesbusiness.eu/videos/steve-jobs-14-year-old-interview-video-found.html>>. This is a picture of Steve Jobs with the Apple Computer 1.

Wall Street Journal. *D8: Steve Jobs*. *Wall Street Journal Video*. Wall Street Journal, 7 June 2010. Web. 28 Feb. 2015. <<http://www.wsj.com/video/d8-steve-jobs-onstage-full-length-video/70F7CC1D-FFBF-4BE0-BFF1-08C300E31E11.html>>. In this video, Steve Jobs talks

about his success and failures at the D8 Conference, which was held by Wall Street Journal. He explains what actions he took to become a better leader.

Wozniak, Steve, and Gina Smith. *Iwoz*. New York: Norton, 2006. Print. This autobiography of Steve Wozniak is very useful, as it tells us about how Steve Jobs acted as a leader. It also tells us about how they met, and how his influence as a leader changed him, and all the others around him.

"Jobs with Sculley." *Inc*. N.p., n.d. Web. 5 Apr. 2015.

<http://www.inc.com/uploaded_files/image/575x270/AP633526460256_sculley_jobs_pano_small_44598.jpg>. This is a picture of Steve Jobs with John Sculley. It shows that they had been really good friends, but Jobs' bad decision making turned Sculley against him. It shows that after being fired, Jobs turned his direction and became a better person.

"The Apple 3." *Old Computers*. N.p., n.d. Web. 5 Apr. 2015.

<<http://oldcomputers.net/pics/appleiii.jpg>>. This is a picture of the Apple 3. Along with the Lisa, it was the computer that had very disappointing sales.

"Jobs introducing the iTunes." *Forbes*. N.p., n.d. Web. 17 May 2015.

<<http://www.forbes.com/pictures/fdee45jim/itunes-2001-itunes-store-2001/>>.

This is a very impactful picture that shows Steve Jobs in front of a Projection of iTunes store screen. Jobs helped come up with the idea of iTunes, and it has transformed the music industry.

Secondary Sources

Guglielmo, Connie. "How Jobs Created Jobs." *Forbes*. N.p., 2 Aug. 2012. Web. 9

May 2015. <<http://www.forbes.com/sites/connieguglielmo/2012/08/02/how-steve-jobs-created-jobs/>>. This article talks about how Steve Jobs contributed to job creation, which continues to benefit America's economy.

About Education. N.p., n.d. Web. 22 Oct. 2014.

<<http://history1900s.about.com/od/timelines/tp/1990timeline.htm>>. This website talks about what else was happening around the world, when Jobs was still working at Apple.

About Money. N.p., n.d. Web. 21 Oct. 2014.

<http://inventors.about.com/od/timelines/a/modern_4.htm>. This website is useful and helped me understand what was going on throughout the 1980's, which was the time after Steve Jobs had founded Apple.

Sommer, Jeff. "When iPhone Rings, the Economy Listens." *New York Times* 25 Oct.

2014: n. pag. Print. This article informs me about how the success of Apple's products is impacting the economy. It is likely that without Apple, the economy would not be as good as it is today.

Miyazaki, Makoto. "U2's Bono Defends Jobs after Criticism about His

Philanthropy." *Bloomberg Business*. N.p., 2 Sept. 2011. Web. 13 May 2015.

<<http://www.bloomberg.com/news/articles/2011-09-02/>

[u2-s-bono-defends-jobs-after-criticism-about-his-philanthropy](http://www.bloomberg.com/news/articles/2011-09-02/u2-s-bono-defends-jobs-after-criticism-about-his-philanthropy)>. This source informs me about the philanthropic efforts of Steve Jobs. His close friend Bono, who is a musician and the creator of Project RED, defended Jobs, saying that he was a donor to charities and he helped with Project RED.

Zenger, Jack. "The Big Lesson About Leadership From Steve Jobs." *Forbes*. N.p.,

22 Sept. 2013. Web. <<http://www.forbes.com/sites/jackzenger/>

[2013/08/22/the-big-lesson-about-leadership-from-steve-jobs/](http://www.forbes.com/sites/jackzenger/2013/08/22/the-big-lesson-about-leadership-from-steve-jobs/)>. This

source informs me about how the imperfections of Steve Jobs were overlooked because of his strengths. It says that if he wasn't such a good leader, he would be known for his bad traits.

Sorking, Andrew Ross. "The Mystery of Steve Jobs's Public Giving." *The New York*

Times. N.p., 29 Aug. 2011. Web.

<<http://dealbook.nytimes.com/2011/08/29/the-mystery-of-steve-jobss-public-giving/>>.

This source gives me a clear view of the other side of the story, where Steve Jobs is not the perfect leader. It states that his philanthropic efforts were quite low, and given that he was so successful, he should have focused on philanthropy as well.

Toy Story. *Disney*. N.p., n.d. Web. <<http://cdnvideo.dolimg.com/>

[cdn_assets/c3c2b4a3323c4a71929cd5fc76bcda4df7157175.jpg](http://cdnvideo.dolimg.com/cdn_assets/c3c2b4a3323c4a71929cd5fc76bcda4df7157175.jpg)>. After being

fired from Apple, Steve Jobs bought Lucas Film and renamed it Pixar. Pixar

created one of the most widely known movies, Toy Story. Visionary that he was, he recognized the potential of Pixar. At Pixar, Jobs learned how to be a better leader.

All About Steve Jobs. N.p., n.d. Web. <<http://allaboutstevejobs.com/bio/longbio/01/01.jpg>>.

This biography of Steve Jobs is very useful because it talks all about his life and explains it very clearly.

Cheat Sheet. N.p., n.d. Web. <<http://wallstcheatsheet.com/technology/5-unfiltered-quotes-from-apple-co-founder-steve-wozniak.html/?a=viewall>>. This source gives me a detailed description about what Steve Wozniak thought of Steve Jobs. It tells me what Wozniak thought of Jobs' actions and attitude toward the company.

Doeden, Matt. *Steve Jobs: Technology Innovator and Apple Genius*. Minneapolis: Lerner, 2012. Print. This book is a brief summary about Steve Jobs' life. It talks about his other accomplishments, besides founding Apple. It also describes how influential he was.

Encyclopedia Britannica. N.p., n.d. Web.

<<http://www.britannica.com/EBchecked/topic/242033/graphical-user-interface-GUI>>.

This source tells me about the GUI [Graphical User Interface] and what it is. It explains clearly why it was used.

"The Fall of Steve Jobs." *Fortune*. N.p., n.d. Web. <<http://www.newlaunches.com/wp-content/uploads/2013/01/Steve-Jobs3.jpg>>. This is a picture of Steve Jobs on a magazine cover. After he got fired from Apple, he was seen as a public failure.

Harvard Business Review. Harvard Business, n.d. Web. <<http://hbr.org/2012/04/the-real-leadership-lessons-of-steve-jobs/>>. This article is written by Walter Isaacson, and it talks

about all the good and bad sides to Steve Jobs. It shows how he was a good leader. It talks about the actions he took, and how that had an effect on everything else.

International Business Times. IBT, n.d. Web. <<http://www.ibtimes.com/steve-jobs-dead-5-ways-his-legacy-changed-world-321751>>. This website gives me clear reasons on why Steve Jobs had a big influence on the world. It explained things clearly, and gave me a brief summary of why he was influential.

Isaacson, Walter. "Keep It Simple." *Keep It Simple*. N.p.: n.p., n.d. N. pag. *History Reference Center*. Web. <http://web.a.ebscohost.com/hrc/detail/detail?vid=4&sid=1f07eb72-48fc-4031-ae8c-18cc551b1427%40sessionmgr4005&hid=4106&bdata=JnNpdGU9aHJlWxpdmU%3d#db=khh&AN=79357918>>. This is a good source because it demonstrated his good leadership qualities. It describes in detail about what he did to make his company better. It also details how he behaved as a boss.

"John Sculley on Steve Jobs." *Cult of Mac*. N.p., n.d. Web. <<http://www.cultofmac.com/63295/john-sculley-on-steve-jobs-the-full-interview-transcript/>>. This is a really useful source, because it shows what John Sculley, (the man who fired Steve Jobs) thought of Jobs. It explains how Sculley convinced the Board of Directors to side with him and fire Steve Jobs.

Kransy, Jill. "Ex-Apple CEO John Sculley on Steve Jobs." *Inc. Magazine*. N.p., n.d. Web. 24 Feb. 2015. <<http://www.inc.com/jill-krasny/john-sculley-steve-jobs-meant-to-be-a-team.html>>. This source tells me in detail why John Sculley, the man who fired Steve Jobs, took that action. It shows his side of the story, and not Steve Jobs' side of the story. It helped me create a balanced analysis of this important incident.

"The Long, Extraordinary Career of Steve Jobs." *TIME*. TIME, n.d. Web.

<http://content.time.com/time/photogallery/0,29307,1976921_2097550,00.html>. This source is useful, because it briefly shows everything that happened throughout Steve Jobs' career. It has a well-researched timeline that shows all the important events.

"Mouse 1." *New York Times*. New York Times Company, n.d. Web. 18 Sept. 2014.

<<http://graphics8.nytimes.com/images/2014/08/10/technology/10university-mouse1/10university-mouse1-custom2.jpg>>. The Apple Computer's mouse was one of the first to be used in computers, and it showed how Steve Jobs' legacy has had an effect on the personal computers.

"Mouse 2." *New York Times*. New York Times, n.d. Web. 18 Sept. 2014. This was the second iteration of the mouse.

"Mouse 3." *New York Times*. New York Times, n.d. Web.

<<http://graphics8.nytimes.com/images/2014/08/10/technology/10university-mouse3/10university-mouse3-custom2.jpg>>. This is the third version of mouse showing the evolution of its design.

"Mouse 4." *New York Times*. New York Times, n.d. Web.

<<http://graphics8.nytimes.com/images/2014/08/10/technology/10university-mouse4/10university-mouse4-custom2.jpg>>. This is an image of the mouse of the Mac. It shows further evolution of its design due to Steve Jobs' leadership.

"NeXT Logo." *About Steve Jobs*. N.p., n.d. Web. <<http://everystevejobsvideo.com/steve-jobs-interviewed-about-paul-rand-1993/>>. This is an image of the logo of NeXT, the company that Jobs created after being fired from Apple.

NPR. NPR, n.d. Web. <<http://www.npr.org/2011/10/05/123826622/apple-visionary-steve-jobs-dies-at-56>>. This website focuses mainly on how Steve Jobs was during his time working at Apple. It also talks about why and how he was fired from Apple. This source is very useful because it gives a balanced view and describes all the main reasons that he was fired.

Quezzaire, Pilar. "Steve Jobs." *Steve Jobs*. N.p.: n.p., 2011. N. pag. *History Reference Center*. Web. 15 Sept. 2014. <<http://web.b.ebscohost.com/hrc/detail/detail?sid=a8474fca-8a40-4453-9697-a8bc1b3651c4%40sessionmgr111&vid=4&hid=103&bdata=JnNpdGU9aHJlWxpdmU%3d#db=khh&AN=19804543>>. This is a useful biography of Steve Jobs. It gives a detailed summary of his life. It describes everything he accomplished.

Siegel, Joel. "When Steve Jobs Got Fired." *ABC News*. N.p., n.d. Web. <<http://abcnews.go.com/Technology/steve-jobs-fire-company/story?id=14683754>>. This source explains in detail how and why Steve Jobs was fired. It confirms the views in the mainstream media that he had a meteoric rise, a humbling fall, and then an amazing comeback.

Spicer, Dag. "Steve Jobs: From Garage to World's Most Valuable Company." *Computer History Museum: Steve Jobs: From Garage to World's Most Valuable Company*. Computer History Museum, n.d. Web. <<http://www.computerhistory.org/atcm/steve-jobs/>>. This source shows me the important events that happened throughout Steve Jobs' life, in a summary. It is helpful because it extracts all the important events, and puts them together.

"Steve Jobs." *CDN*. N.p., n.d. Web. <http://cdn.ninjamarketing.it/wp-content/uploads/2012/06/10_cambiamenti_che_steve_jobs_non_approverebbe.jpg>.

This is a picture of Steve Jobs. It was taken shortly before he died.

"Steve Jobs at Age Thirteen." *All About Steve Jobs*. N.p., n.d. Web.

<http://allaboutstevejobs.com/pics/picturesofsteve/picturesofsteve_01/ajax01_youth/thumbs/05.jpg>. This is a picture of Steve Jobs at age thirteen which was when he met

Steve Wozniak for the first time.

"Steve Jobs with the Macintosh." *In the Apple Media*. N.p., n.d. Web.

<http://applemagazine.com/wp-content/uploads/2014/01/110404211224_big.jpg>.

This is a picture of Steve Jobs with the Macintosh Computer.

Steve Paul Jobs. N.p., n.d. Web. <<http://ei.cs.vt.edu/~history/Jobs.html>>. This source mostly

talks about how Steve Jobs was as a leader. It focuses on how he was as a boss, and how tough he was with his employees. It showed a facet of his character to me that Jobs was not a kind leader; he was rough and intimidating.

"Think Different - Steve Jobs." *Apple Ads*. N.p., n.d. Web. <<http://cdn.cultofmac.com/wp-content/uploads/2011/08/wallpaper-steve-jobs-con-mela-in-mano-retro.jpeg>>.

This is a picture of Steve Jobs in the Apple ad, Think Different.

"Steve Jobs Fast Facts." *CNN*. N.p., 23 Aug. 2013. Web.

<<http://www.cnn.com/2013/08/23/us/steve-jobs-fast-facts/index.html>>.

This is a well-researched timeline put together by CNN on their

website. It gives me a brief description of the events that occurred in his life.

"A Whiz Kid's Fall: Steve Jobs." *Pop Computer History*. N.p., n.d. Web.

<<http://www.pophistorydig.com/wp-content/uploads/2010/05/1985-newsweek-cvr280.jpg>>. This is a picture of Steve Jobs on a magazine cover shortly after he was fired from Apple. It shows how the news was heard all over the world.

"Personal Computers: And the Winner is IBM." *Business Week* 3 Oct. 1983: n. pag. Print. This article talks about how IBM's computers were becoming more popular than Apple's computers.