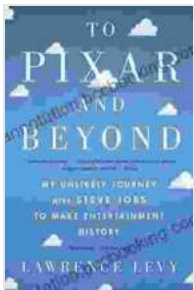# My Unlikely Journey With Steve Jobs To Make Entertainment History

In 1995, I was a 24-year-old software engineer at Apple when Steve Jobs returned to the company he had co-founded 12 years earlier. I had been working on the Macintosh operating system for two years, and I was excited about the opportunity to work with one of the most visionary leaders in the tech industry.

Jobs was a demanding boss, but he was also brilliant and passionate about his work. He had a clear vision for Apple, and he wasn't afraid to take risks. Under his leadership, Apple released a series of groundbreaking products, including the iPod, iPhone, and iPad. But it was his work in the entertainment industry that would have the most lasting impact.

To Pixar And Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History by Lawrence Levy

★★★★☆ 4.6 out of 5

Language	: English
File size	: 5819 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 274 pages
Screen Reader	: Supported

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In 1996, Jobs acquired Pixar, a computer animation studio founded by John Lasseter and Ed Catmull. Pixar had been struggling financially, but Jobs saw the potential in the company's technology. He invested $5 million in Pixar, and he gave Lasseter and Catmull complete creative control. The result was Toy Story, the first computer-animated feature film. Toy Story was a critical and commercial success, and it helped to usher in a new era of computer animation.

In 2006, Jobs acquired Disney, the world's largest entertainment company. Disney had been struggling to keep up with the changing media landscape, and Jobs saw an opportunity to revitalize the company. He installed Bob Iger as CEO, and he gave Iger the freedom to make bold changes. Under Iger's leadership, Disney released a string of hit movies, including Pirates of the Caribbean, Marvel's The Avengers, and Frozen. Disney also expanded its theme parks and resorts, and it launched a streaming service called Disney+. Today, Disney is one of the most successful entertainment companies in the world.
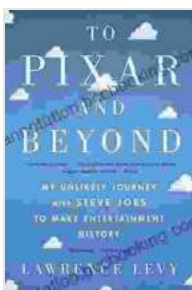
I was fortunate to work with Steve Jobs on many of these projects. I saw firsthand his passion for entertainment, and I learned from him the importance of taking risks and thinking outside the box. His legacy will live on for generations to come.

My Unlikely Journey With Steve Jobs To Make Entertainment History is a must-read for anyone who is interested in the history of Apple, Pixar, or Disney. It is also a fascinating look at the life and work of one of the most influential figures in the entertainment industry.

Here are some of the things you will learn from My Unlikely Journey With Steve Jobs To Make Entertainment History:

- How Jobs turned Apple around from near bankruptcy to become one of the most successful companies in the world.

- The inside story of the creation of Pixar and Toy Story.

- The role that Jobs played in the acquisition of Disney and the subsequent revitalization of the company.

- The lessons that I learned from working with Jobs, and how they have helped me in my own career.

My Unlikely Journey With Steve Jobs To Make Entertainment History is available now at Our Book Library.com and other major booksellers.

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