



October 2011

# Manage

House Journal of Bangalore Management Association

Rs.15/-







## *President's Remarks*

### **Wishing All the Members "Happy Deepavali"**

I take this opportunity to thank all the members of BMA, the participant Corporates, Govt Depts., B-Schools, Industries and other organizations for their whole hearted support for BMA's Annual Convention "Transparency & Ethics in Management" held on 22nd September 2011 at Hotel Atria. This convention like last year was held under the Chairmanship of Shri Pradeep Singh Kharola IAS, Commissioner of Commercial Taxes, GOK. The Convenors and Editorial team of the Convention are editing proceedings of the

Convention in the form of 'Souvenir' which will be released shortly.

Meanwhile, the recent MC meeting held on 15th October 2011 decided to hold the elections for BMA for the year 2011-12 by end of November or early December 2011. Keeping in view of the legal issues before BMA from last 5 years mainly by one of our past president, the meeting resolved to have the master list of members as per the bye-laws of BMA. We are finalizing the masters list of members and guidelines to conduct free and fair elections. In this regard, BMA has sent communications to all the eligible members with a request to update names of their present representatives of the member organizations and also individual members to provide with latest contact details.

While the process of election is under progress, BMA in association with New Horizon Leadership Institute organized a joint programme on "Remembering the Visionary & Apple Founder : Steve Jobs" who passed away recently. As all of us are aware, the world has lost this legend and words are short to pay tribute and salute this hero. Steve has left behind billions of Apple fans who believe future will be without a God and it will be long before world sees another Steve Jobs! This programme has been the initiative of our IT Sub-Committee Chairman Ms.Renu Latha Rajani who has identified the Speaker Shri Ashok Soota, Executive Chairman of the Happiest Minds Technologies and also the relevant material on 'Steve Jobs' for 'Manage'.

**N. D. Veeranna Gowda**  
President, BMA

## **Content**

### **For further details please contact:**

**Shri S G Sanjeeva Reddy**, Executive Director  
**Shri Manjunath**, Manager

#### **Bangalore Management Association**

B-207 Blue Cross Chambers, 11, Infantry Road  
Cross, Bangalore - 560 001.

Tel: 080-2559 1204 / 2559 5772

Mob.: 94489 04385, Fax: 080-25597736

E-mail: [bmabangalore2011@gmail.com](mailto:bmabangalore2011@gmail.com)

[www.bmabangalore.com](http://www.bmabangalore.com)



# Why Steve Jobs' death saddened strangers



Apple CEO Steve Jobs poses with the new iPhone 4 during the Apple Worldwide...

It's been a week since Steve Jobs passed away, and it may strike the casual observer that every media publication has been putting out personal tributes from unknown

Apple users -

ranging from software engineers to entrepreneurs - about how Jobs inspired them, in a well-intentioned but misguided attempt to honour the man whose life, personality, morals and success story defy classification.

For a guy who brought chic and compact to technology, Steve Jobs has undoubtedly been getting some pretty clumsy tributes. Perhaps because everyone, from college dropouts who believe staunchly that the converse of "The top CEO in the world is a college dropout" holds true, to innovators who salute the profundity of "Think different", felt an inexplicable sense of loss at Jobs' death.

Even more inexplicably, everyone felt compelled to say something or do something, and most dished out predictable lines about what he would have come up with if he'd had a few decades more. The aam aadmi waxed poetic about how Jobs changed their lives with his gizmos, but very few eulogies had the subtlety and razzle-dazzle that captivated the man who was so enamoured of celebrities he personally delivered Macs to the likes of Mick Jagger.

There were those who decided words were futile, and spent days making portraits of Steve Jobs from images of apples, Apple products, and processors used in Macs. And this animated tribute just about sums up Jobs' greatest achievement - making a line of expensive, unnecessary gadgets pervasive.

Steve Jobs didn't spot gaps in the market, he created them by manipulating people to establish a customer base. He candidly admitted he was playing his audience, saying, "people don't know what they want until you show it to them." He teased his competitors, publicly announcing that Windows copied everything he did and mocking the PC in advertisements.

His aggressive marketing tactics and showman launches grated on the higher sensibilities of the people who could afford his products, and the very 'personalisation' that became the brand mantra was used to promote mass appeal.

But his Stanford Commencement Address from 2005

has been viewed more than 10 million times on YouTube, and downloaded over a million times. Public viewings of the speech left everyone with a lump in the throat at the part when Jobs speaks of conquering cancer, and of the prospect of not thinking about death for decades to come. Even in the speech, he eludes the tag of 'college dropout' by focusing on how he 'dropped in' on lectures, and saying his classes in calligraphy were the reason Apple launched with the fonts it did.

So how did this controversial man, who didn't particularly seek to inspire, make such a deep impact on people who didn't know him, even people who didn't use his products? Why did people whom he probably wouldn't have been cared to meet feel so close to him they referred to him simply as 'Steve'?

Maybe what everyone knows but no one has said is that it isn't Steve Jobs' phenomenal success or incomplete education that are inspiring. And while he may have bounced back from his lows to 'change the world', he isn't the only one.

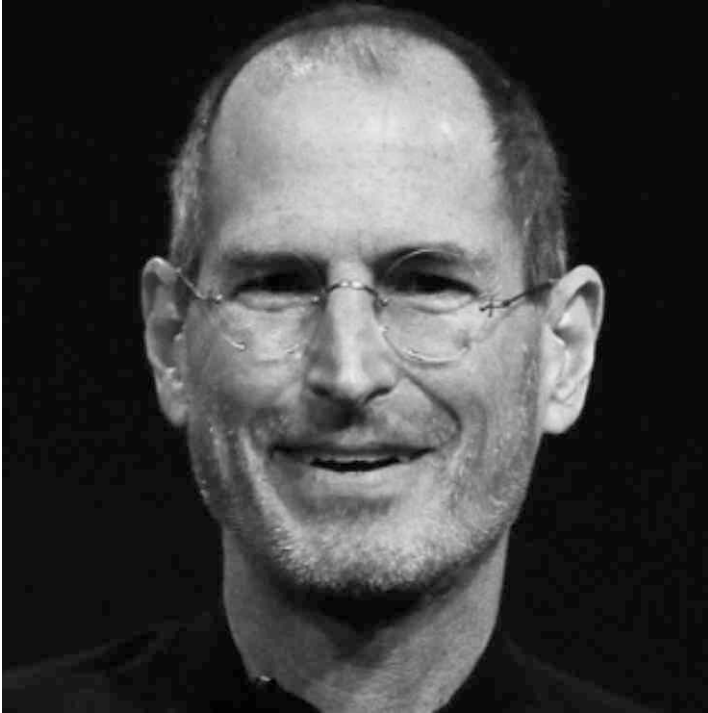
What he really did was to link aesthetic appeal and pragmatic application in a way that had never been done before. He changed the world by changing perceptions. But before he began to dictate terms to technology, he took several blows for trying to. If he's gone down in history for being able to make people lap up two versions of a hybrid between a smartphone and a laptop, he will also be remembered as the man who couldn't sell things as adorably cute as the Puck Mouse and the Cube.

And maybe the reason Steve Jobs became a role-model is that he wrote the best algorithm for risk-taking. His successes taught us that something functional can be beautiful. And his failures taught us that something beautiful has to be functional.

That simple philosophy would guide him in planning his products, and it would seep into the people who bought them, even as they took their first entranced look at the rounded edges, gleaming surface and clean screen of their newest iToy. It would even hit the people who stared admiringly at the contraptions through glass cases, counting the days till they had the bank balance to pick them up.

Maybe that's why 'Jobs' is 'Steve' to most of the world. He taught us the most important lesson he learnt, in the same intangible manner his brainchildren filtered into our lives.





**Synopsis** Steve Jobs was born February 24, 1955, to two University of Wisconsin graduate students who gave him up for adoption. Smart but directionless, Jobs experimented with different pursuits before starting Apple Computers with Stephen Wozniak in the Jobs' family garage. Apple's revolutionary products, which include the iPod, iPhone and iPad, are now seen as dictating the evolution of modern technology.

### QUOTES

I would trade all of my technology for an afternoon with Socrates. – Steve Jobs

### Early Life

Steven Paul Jobs was born on February 24, 1955, to Joanne Simpson and Abdulfattah "John" Jandali, two University of Wisconsin graduate students who gave their unnamed son up for adoption. His father, Abdulfattah Jandali, was a Syrian political science professor and his mother, Joanne Simpson, worked as a speech therapist. Shortly after Steve was placed for adoption, his biological parents married and had another child, Mona Simpson. It was not until Jobs was 27 that he was able to uncover information on his biological parents.

As an infant, Steven was adopted by Clara and Paul Jobs and named Steven Paul Jobs. Clara worked as an accountant and Paul was a Coast Guard veteran and machinist. The family lived in Mountain View within California's Silicon Valley. As a boy, Jobs and his father would work on electronics in the family garage. Paul would show his son how to take apart and reconstruct electronics, a hobby which instilled confidence, tenacity, and mechanical prowess in young Jobs. While Jobs has always been an intelligent and

innovative thinker, his youth was riddled with frustrations over formal schooling. In elementary school he was a prankster whose fourth grade teacher needed to bribe him to study. Jobs tested so well, however, that administrators wanted to skip him ahead to high school—a proposal his parents declined.

After he did enroll in high school, Jobs spent his free time at Hewlett-Packard. It was there that he befriended computer club guru Steve Wozniak. Wozniak was a brilliant computer engineer, and the two developed great respect for one another.

### Apple Computers

After high school, Jobs enrolled at Reed College in Portland, Oregon. Lacking direction, he dropped out of college after six months and spent the next 18 months dropping in on creative classes. Jobs later recounted how one course in calligraphy developed his love of typography.

In 1974, Jobs took a position as a video game designer with Atari. Several months later he left Atari to find spiritual enlightenment in India, traveling the continent and experimenting with psychedelic drugs. In 1976, when Jobs was just 21, he and Wozniak started Apple Computers. The duo started in the Jobs family garage, and funded their entrepreneurial venture after Jobs sold his Volkswagen bus and Wozniak sold his beloved scientific calculator.

Jobs and Wozniak are credited with revolutionizing the computer industry by democratizing the technology and making the machines smaller, cheaper, intuitive, and accessible to everyday consumers. The two conceived a series of user-friendly personal computers that they initially marketed for \$666.66 each. Their first model, the Apple I, earned them \$774,000. Three years after the release of their second model, the Apple II, sales increased 700 percent to \$139 million dollars. In 1980, Apple Computer became a publically traded company with a market value of \$1.2 billion on the very first day of trading. Jobs looked to marketing expert John Scully of Pepsi-Cola to help fill the role of Apple's President.

### Departure from Apple

However, the next several products from Apple suffered significant design flaws resulting in recalls and consumer disappointment. IBM suddenly surpassed Apple sales, and Apple had to compete with an IBM/PC dominated business world. In 1984 Apple released the Macintosh, marketing the computer as a piece of a counter culture lifestyle: romantic, youthful, creative. But despite positive sales and performance superior to IBM's PCs, the Macintosh was still not IBM compatible. Scully believed Jobs was hurting Apple, and executives began to phase him out.

In 1985, Jobs resigned as Apple's CEO to begin a new

hardware and software company called NeXT, Inc. The following year Jobs purchased an animation company from George Lucas, which later became Pixar Animation Studios. Believing in Pixar's potential, Jobs initially invested \$50 million of his own money into the company. Pixar Studios went on to produce wildly popular animation films such as Toy Story, Finding Nemo and The Incredibles. Pixar's films have netted \$4 billion. The studio merged with Walt Disney in 2006, making Steve Jobs Disney's largest shareholder.

### **Reinventing Apple**

Despite Pixar's success, NeXT, Inc. floundered in its attempts to sell its specialized operating system to mainstream America. Apple eventually bought the company in 1997 for \$429 million. That same year, Jobs returned to his post as Apple's CEO.

Much like Steve Jobs instigated Apple's success in the 1970s, he is credited with revitalizing the company in the 1990s. With a new management team, altered stock options, and a self-imposed annual salary of \$1 a year, Jobs put Apple back on track. His ingenious products such as the iMac, effective branding campaigns, and stylish designs caught the attention of consumers once again.

### **Pancreatic Cancer**

In 2003, Jobs discovered he had a neuroendocrine tumor, a rare but operable form of pancreatic cancer. Instead of immediately opting for surgery, Jobs chose to alter his pescovegetarian diet while weighing Eastern treatment options. For nine months Jobs postponed surgery, making Apple's board of directors nervous. Executives feared that shareholders would pull their stocks if word got out that their CEO was ill. But in the end, Job's confidentiality took precedence over shareholder disclosure. In 2004, he had a successful surgery to remove the pancreatic tumor. True to form, in subsequent years Jobs disclosed little about his health.

### **Recent Innovations**

Apple introduced such revolutionary products as the Macbook Air, iPod, and iPhone, all of which have dictated the evolution of modern technology. Almost immediately after Apple releases a new product, competitors scramble to produce comparable technologies. In 2007, Apple's quarterly reports were the company's most impressive statistics to date. Stocks were worth a record-breaking \$199.99 a share, and the company boasted a staggering \$1.58 billion dollar profit, an \$18 billion dollar surplus in the bank, and zero debt.

In 2008, iTunes became the second biggest music retailer in America-second only to Wal-Mart. Half of Apple's current revenue comes from iTunes and iPod

sales, with 200 million iPods sold and six billion songs downloaded. For these reasons, Apple has been rated No. 1 in America's Most Admired Companies, and No. 1 amongst Fortune 500 companies for returns to shareholders.

### **Personal Life**

Early in 2009, reports circulated about Jobs' weight loss, some predicting his health issues had returned, which included a liver transplant. Jobs had responded to these concerns by stating he was dealing with a hormone imbalance. After nearly a year out of the spotlight, Steve Jobs delivered a keynote address at an invite-only Apple event September 9, 2009.

In respect to his personal life, Steve Jobs remained a private man who rarely discloses information about his family. What is known is Jobs fathered a daughter with girlfriend Chrisann Brennan when he was 23. Jobs denied paternity of his daughter Lisa in court documents, claiming he was sterile. Jobs did not initiate a relationship with his daughter until she was 7 but, when she was a teenager, she came to live with her father.

In the early 1990s, Jobs met Laurene Powell at Stanford business school, where Powell was an MBA student. They married on March 18, 1991, and lived together in Palo Alto, California, with their three children.

### **Final Years**

On October 5, 2011, Apple Inc. announced that co-founder Steve Jobs had died. He was 56 years old at the time of his death.

Source: © 2011 A&E Television Networks. All rights reserved.

# A Collection of Inspirational Steve Jobs Quotes About Life, Design and Apple by Federico Viticci

In this roundup, we've collected 60 of the most inspiring Steve Jobs quotes. Thank you Steve.

"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations." – via

"Being the richest man in the cemetery doesn't matter to me ... Going to bed at night saying we've done something wonderful... that's what matters to me." – Wikiquote, as quoted in The Wall Street Journal (Summer 1993).

"We've gone through the operating system and looked at everything and asked how can we simplify this and make it more powerful at the same time." – ABC News, Jobs on Mac OS X Beta

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

"I want to put a ding in the universe."

"I was worth over \$1,000,000 when I was 23, and over \$10,000,000 when I was 24, and over \$100,000,000 when I was 25, and it wasn't that important because I never did it for the money."

"Unfortunately, people are not rebelling against Microsoft. They don't know any better." – Wikiquote, Interview in Rolling Stone magazine, no. 684 (16 June 1994)

"Bill Gates'd be a broader guy if he had dropped acid once or gone off to an ashram when he was younger." – The New York Times, Creating Jobs, 1997

"The only problem with Microsoft is they just have no taste. They have absolutely no taste. And I don't mean that in a small way, I mean that in a big way, in the sense that they don't think of original ideas, and they don't bring much culture into their products." – YouTube

"My job is not to be easy on people. My job is to take these great people we have and to push them and make them even better." – All About Steve Jobs

"We made the buttons on the screen look so good you'll want to lick them." – Wikiquote, as quoted in Fortune magazine (4 January 2000)

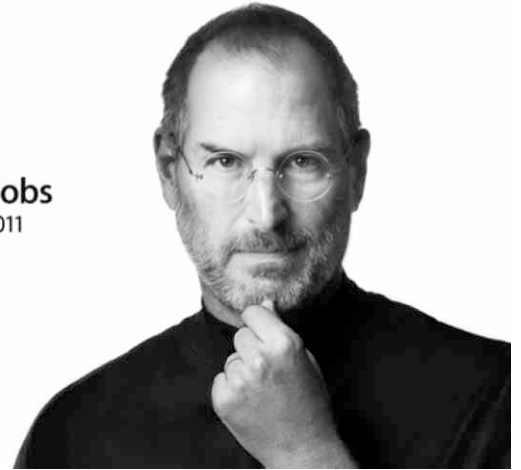
"Click. Boom. Amazing!" – Macworld keynote 2006

"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new." – Inc. Magazine

"That's not what we think design is. It's not just what it looks like and feels like. Design is how it works" – New York Times, The Guts of a New Machine, 2003

"Why join the navy if you can be a pirate?" – As quoted or paraphrased in Young Guns: The Fearless Entrepreneur's Guide to Chasing Your Dreams and Breaking Out on Your Own (2009) by Robert Tuchman  
"Innovation distinguishes between a leader and a follower." – via

Steve Jobs  
1955-2011



"I mean, some people say, 'Oh, God, if [Jobs] got run over by a bus, Apple would be in trouble.' And, you know, I think it wouldn't be a party, but there are really capable people at Apple. My job is to make the whole executive team good enough to be successors, so that's what I try to do." – CNNMoney

"It's not about pop culture, and it's not about fooling people, and it's not about convincing people that they want something they don't. We figure out what we want. And I think we're pretty good at having the right discipline to think through whether a lot of other people are going to want it, too. That's what we get paid to do." – CNNMoney

"So when a good idea comes, you know, part of my job is to move it around, just see what different people think, get people talking about it, argue with people about it, get ideas moving among that group of 100 people, get different people together to explore different aspects of it quietly, and, you know – just explore things." – CNNMoney

"When I hire somebody really senior, competence is the ante. They have to be really smart. But the real issue for me is, Are they going to fall in love with Apple?

Because if they fall in love with Apple, everything else will take care of itself. They'll want to do what's best for Apple, not what's best for them, what's best for Steve, or anybody else." – via

"We don't get a chance to do that many things, and every one should be really excellent. Because this is our life. Life is brief, and then you die, you know? And we've all chosen to do this with our lives. So it better be damn good. It better be worth it." – Fortune

"Almost everything—all external expectations, all pride, all fear of embarrassment or failure—these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart." – ' Steve JobsStanford Commencement Address

"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently — they're not fond of



rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do." – Think Different, narrated by Steve Jobs

"In most people's vocabularies, design means veneer. It's interior decorating. It's the fabric of the curtains of the sofa. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a human-made creation that ends up expressing itself in successive outer layers of the product or service." – Fortune

"So we went to Atari and said, 'Hey, we've got this amazing thing, even built with some of your parts, and what do you think about funding us? Or we'll give it to you. We just want to do it. Pay our salary, we'll come work for you.' And they said, 'No.' So then we went to Hewlett-Packard, and they said, 'Hey, we don't need you. You haven't got through college yet.'" – Classic Gaming

"The people who are doing the work are the moving force behind the Macintosh. My job is to create a space for them, to clear out the rest of the organization and keep it at bay." – Macworld

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary." – ' Steve JobsStanford Commencement Address

"I'm the only person I know that's lost a quarter of a billion dollars in one year.... It's very character-building." – Wikiquote, as quoted in Apple Confidential 2.0: The Definitive History of the World's Most Colorful Company (2004) by Owen W. Linzmayer

"I'm as proud of what we don't do as I am of what we do." – Businessweek

"Quality is more important than quantity. One home run is much better than two doubles." – Businessweek

"I've always wanted to own and control the primary technology in everything we do." – 'The Seed of Apples Innovation

"It comes from saying no to 1,000 things to make sure we don't get on the wrong track or try to do too much." – 'The Seed of Apples Innovation

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them." – Businessweek, 1998

"Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac,

IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it." – Fortune, Nov. 9, 1998

"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."

"It's rare that you see an artist in his 30s or 40s able to really contribute something amazing." – Playboy interview, 1985

"I feel like somebody just punched me in the stomach and knocked all my wind out. I'm only 30 years old and I want to have a chance to continue creating things. I know I've got at least one more great computer in me. And Apple is not going to give me a chance to do that." – Playboy, 1987

"I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life." – ' Steve JobsStanford Commencement Address

"Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?" – Steve Jobs' famous question to John Sculley, former Apple CEO

"The products suck! There's no sex in them anymore!" – Businessweek

"The cure for Apple is not cost-cutting. The cure for Apple is to innovate its way out of its current predicament." – As quoted in Apple Confidential 2.0: The Definitive History of the World's Most Colorful Company (2004) by Owen W. Linzmayer

"If I were running Apple, I would milk the Macintosh for all it's worth — and get busy on the next great thing. The PC wars are over. Done. Microsoft won a long time ago." – Fortune, 1996

"You know, I've got a plan that could rescue Apple. I can't say any more than that it's the perfect product and the perfect strategy for Apple. But nobody there will listen to me." – Fortune, 1995

"Apple has some tremendous assets, but I believe without some attention, the company could, could, could — I'm searching for the right word — could, could die." – TIME, 1997

Source:

<http://www.macstories.net/roundups/inspirational-steve-jobs-quotes/>







**ADVERTISEMENT**

**ADVERTISEMENT**