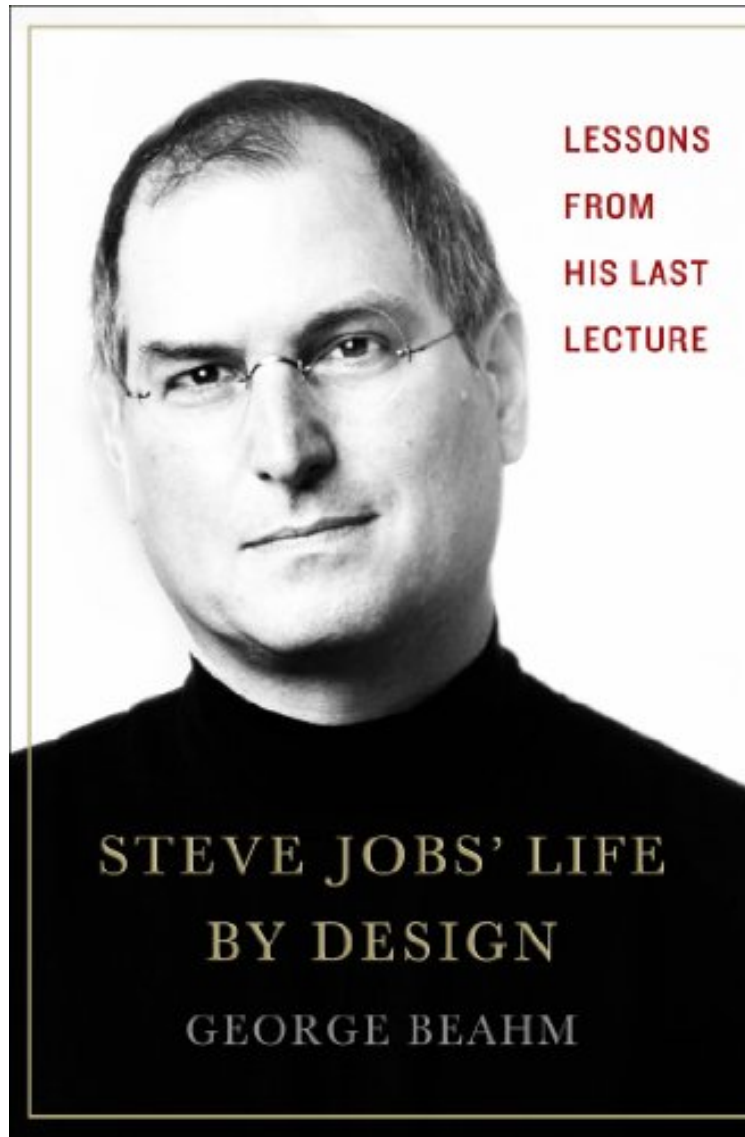


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# Steve Jobs' Life By Design: Lessons to be Learned from His Last Lecture

*George Beahm*

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**George Beahm : Steve Jobs' Life By Design: Lessons to be Learned from His Last Lecture** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Steve Jobs' Life By Design: Lessons to be Learned from His Last Lecture:

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On June 12, 2005, Steve Jobs gave his first commencement address, to the 114th graduating class at Stanford University, an audience of approximately 23,000. They witnessed history: Jobs' 22-minute prepared speech subsequently reached 26 million online viewers worldwide. It is by far the most popular commencement address in history, framed with "three stories" that succinctly summed up the most important lessons Jobs learned in life. Life-changing lessons, he explained, can only be connected when looking back, which he had done in preparation for his talk. Steve Jobs' Life by Design starts with Jobs' own words in the text of his talk and expands outward from there. In the address, Jobs gave us the dots, but he didn't have the luxury of time to connect them. So much about his life, his viewpoint, and his personal and business philosophies were mentioned but not explained. We know what he said, but what actually did he mean? What can we learn from him? This book connects those dots. We see Jobs' life and career through his own eyes, in context, and in proper perspective. His process of looking back illuminated his life and by doing so, he serves as an inspiration to illuminate our lives as well.

"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 others' 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 Jobs' commencement address to Stanford graduates on June 12, 2005 "I've spent much of my working life as an 'imagineer' with the Walt Disney Company. As George Beahm's Steve Jobs' Life By Design makes clear, there are a number of striking similarities and parallels between Walt Disney and Steve Jobs: their passion for innovation and excellence, their willingness to trust their gut feelings and to take creative risks, and their ability to recognize, recruit and manage talent. Genius, in both cases." Tim Kirk, 22-year veteran of Walt Disney Imagineering, overall senior designer for Tokyo DisneySea About the Author George Beahm is a New York Times bestselling author, which includes I, Steve: Steve Job in His Own Words, which sold in dozens of languages worldwide. He has written more literary companions than any other writer, and has published more than thirty books on popular culture subjects, including Michael Jordan, J.K. Rowling, Philip Pullman, C.S. Lewis, J.R.R. Tolkien, Indiana Jones, Anne Rice, Patricia Cornwell, the Big Bang Theory television show, Caribbean Pirates, censorship, and several books on Stephen King. Beahm served on active duty, in the National Guard, and the Army Reserve.