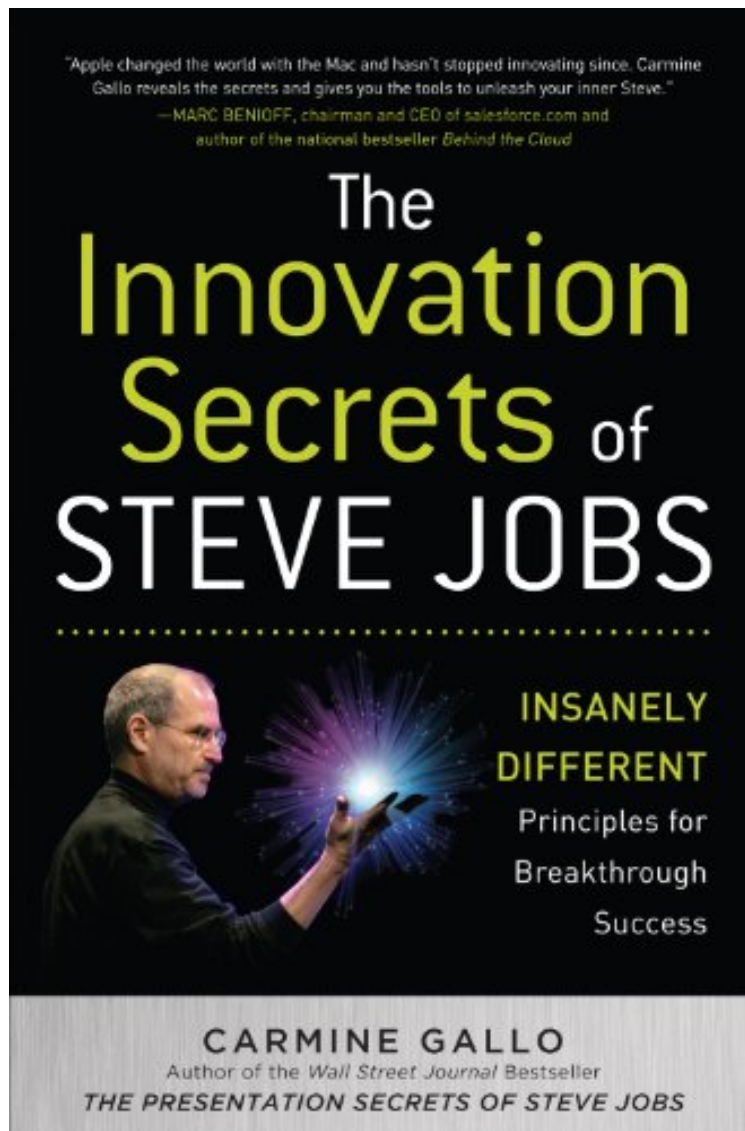


(Read download) The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

Carmine Gallo

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#525623 in eBooks 2010-10-12 2010-10-12 File Name: B004477DIW | File size: 27.Mb

Carmin Gallo : The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success:

1 of 1 people found the following review helpful. Read it and get a ton of great ideas.By P. KosI'm reading and listening to this book at the same time, thanks to Whispersync for voice.Yes, this means I bought it twice (\$15,49 for

the Kindle Edition + \$8,04 for the audiobook), but it's worth each and every cent. The number of ideas reader/listener gets while digesting it's content is enormous. Your bulb will be exploding during each chapter. Great, creative, innovative ideas for both business and private spheres. This is definitely a must read; the type of book I'm adding to the mandatory reading material list for my kids once they grow up. BTW: needs to develop new word for "reader/listener" :-)

0 of 0 people found the following review helpful. Simple yet profound. By Arena closer. Led by Passion, Vision and Innovation; this book describes the simple principals for success to make a difference in people's lives. A great read. 0 of 0 people found the following review helpful. What would Steve do? Awesome! By J. Greenwood. This is a great book to read even if just to find out how other companies work. I think you'll find that there is a big contrast between most companies think innovation is and what Steve Jobs thinks it is. Lots to learn from this book and I found it stirred up a lot of emotion and motivation for me and I'm sure it will for you. When you find yourself in a difficult situation, ask yourself: What would Steve do? It's a perfect compliment to the authors previous book about Jobs on how to present like him which I thought was actually much better and had a more emotional drive. The market needed Apple to bring innovation from the boring shackles of bog standard PC's with Windows and it so funny to see that even the best of the best simply can't react fast enough. I take my hat off to Steve and the team. Well done.

A "THINK DIFFERENT" APPROACH TO INNOVATION-- Based on the Seven Guiding Principles of Apple CEO Steve Jobs In his acclaimed bestseller *The Presentation Secrets of Steve Jobs* author Carmine Gallo laid out a simple step-by-step program of powerful tools and proven techniques inspired by Steve Jobs's legendary presentations. Now, he shares the Apple CEO's most famous, most original, and most effective strategies for sparking true creativity--and real innovation--in any workplace. **THE INNOVATION SECRETS OF STEVE JOBS** Learn how to **RETHINK** your business, **REINVENT** your products, and **REVITALIZE** your vision of success--the Steve Jobs way. When it comes to innovation, Apple CEO Steve Jobs is legendary. His company slogan "Think Different" is more than a marketing tool. It's a way of life--a powerful, positive, game-changing approach to innovation that anyone can apply to any field of endeavor. These are the Seven Principles of Innovation, inspired by the master himself: Do What You Love. Think differently about your career. Put a Dent in the Universe. Think differently about your vision. Kick Start Your Brain. Think differently about how you think. Sell Dreams, Not Products. Think differently about your customers. Say No to 1,000 Things. Think differently about design. Create Insanely Great Experiences. Think differently about your brand experience. Master the Message. Think differently about your story. By following Steve Jobs's visionary example, you'll discover exciting new ways to unlock your creative potential and to foster an environment that encourages innovation and allows it to flourish. You'll learn how to match; and beat; the most powerful competitors, develop the most revolutionary products, attract the most loyal customers, and thrive in the most challenging times. Bestselling business journalist Carmine Gallo has interviewed hundreds of successful professionals--from CEOs, managers, and entrepreneurs to teachers, consultants, and stay-at-home moms; to get to the core of Steve Jobs's innovative philosophies. These are the simple, meaningful, and attainable principles that drive us all to "Think Different." These are *The Innovation Secrets of Steve Jobs*. An enhanced ebook is now available with 10 demonstration videos of Jobs' sure-fire innovation secrets. Select the Kindle Edition with Audio/Video from the available formats.

From the Back Cover: "An inspiring roadmap for anyone who wants to live a life of passion and purpose." Tony Hsieh, CEO of Zappos.com, Inc., and bestselling author of *Delivering Happiness*; "Apple changed the world with the Mac and hasn't stopped innovating since. Carmine Gallo reveals the secrets and gives you the tools to unleash your inner Steve." Marc Benioff, chairman and CEO of Salesforce.com and bestselling author of *Behind the Cloud*; "Steve Jobs reinvented music distribution, the mobile telephone, and book publishing. You might want to take a look at how someone created multibillion-dollar ideas, and turned them into multibillion-dollar products that everyone loves and admires. This book is not an option. Buy it now; bank it tomorrow." Jeffrey Gitomer, bestselling author of *The Little Red Book of Selling*; "In *The Innovation Secrets of Steve Jobs*, Carmine Gallo captures the true mindset of Jobs and Apple. This book is not just for the techie and marketing crowd, although they will gain valuable insight that can be applied to their worlds, it is also for anyone who loves technology and wants to understand how to create simple devices that are easy to use and can impact our lives." Tim Bajarin, president of Creative Strategies, Inc. About the Author Carmine Gallo is a communications coach for the world's most admired brands. He is an author and columnist for *Bloomberg BusinessWeek* and *Monster.com* and a keynote speaker and seminar leader who has appeared on *CNBC*, *NBC*, *CBS*, *MSNBC.com*, *BNET*, *Forbes.com*, and in the *New York Times*, the *Wall Street Journal*, and *Investor's Business Daily*. Gallo is a former television anchor and business correspondent and has also held a position as a vice president for a global, top-ten public relations firm. Gallo lives in the San Francisco Bay Area with his wife and two daughters. Learn more about him at www.carminegallo.com