

<<我乔布斯>>

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内容概要

《我乔布斯(史蒂夫·乔布斯的人生智慧)》编著者哲宇。

只有疯狂到以为自己能够改变世界的人，才能真的改变这个世界。

《我乔布斯(史蒂夫·乔布斯的人生智慧)》摒除一切干扰，让你直面乔布斯本人，最近距离感受乔布斯的思维脉动，永远珍藏他的一生。

乔布斯曾说：我愿用我所有的技术换与苏格拉底相处的一个下午。
拥有这本书，把与乔布斯好好相处一个下午的机会送给自己，馈赠给你珍视的人。

只有认真思索过他说过的话，你才会知道，他为什么伟大。

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章节摘录

人真正的核心在于价值观，而我们的决定和行为反映了我们的价值观。

At the core of what we are is our values, and what decisions and actions we make reflect those values. -Playboy, February 1985 如果你是个木匠，你要做一个精美绝伦的抽屉，你绝不会用一块三夹板去做它的背面，即便那面对着墙，没人会看到。

但你知道它在哪儿，所以你还是会在背面用一块优质的木材。

这样你晚上才能安然入睡，你的美学，你对品质的追求，必须贯彻到底。

When you're a carpenter making a beautiful chest of drawers, you're not going to use a piece of plywood on the back, even though it faces the wall and nobody will ever see it. You'll know it's there, so you're going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through. -Playboy, February 1985 我想说的是，很多苹果人赚了大钱，但他们对此毫不在乎。

他们的生活方式并没有多大的改变。

因为他们在乎的是抓住机会去尝试什么，去失败，去成功，然后成长。

I mean, a lot of them made a lot of money, but they don't really care. Their lifestyles haven't particularly changed. It was the chance to actually try something, to fail, to succeed, to grow. -Playboy, February 1985 当你成长变化的时候，外界越是强加他们对你的印象于你，你便越难坚持做一个艺术家。

这就是为什么艺术家总是遁世的缘故。

As you are growing and changing, the more the outside world tries to reinforce an image of you that it thinks you are, the harder it is to continue to be an artist, which is why a lot of times, artists have to go. -Playboy, February 1985 我确信有意义的花钱比赚钱更难。

I'm convinced that to give away a dollar effectively is harder than to make a dollar. -Playboy, February 1985 一个人要想学会把一件事做好，就得经历很多失败。

One is that in order to learn how to do something well, you have to fail sometimes. -Playboy, February 1985 想出一个好点子很容易，但要实现它并不那么简单。

当你终于有机会去实现你的梦想时，更多的责任也会随之而来。

It's easy to have wonderful thoughts when the chance to implement them is remote. When you've gotten to a place where you at least have a chance of implementing your ideas, there's a lot more responsibility in that. -Playboy, February 1985 苹果究竟是什么？

苹果人的想法与众不同，他们想用电脑改变世界，用电脑创造出新的东西影响世界，而不仅仅是完成一项工作。

What is Apple, after all? Apple is about people who think "outside the box", people who want to use computers to help them change the world, to help them create things that make a difference, and not just to get a job done. -Steve's Job: Restart AppleTime, August 18, 1997 在绝大多数人的眼中，设计意味着虚饰。

他们认为设计就是内部装潢，代表着窗帘的材质和沙发。

但在我眼里，设计高于一切。

设计是人类创造的根本灵魂，它有效地通过产品或服务的外在表达自己。

亮丽的颜色，半透明的材质，如贝壳一般的造型--并不是iMac的全部。

iMac的精髓在于它的所有零件都为我们实现最佳客户体验而服务。

就拿我们最新的iMac来说，我对它做了改进，去除了风扇，因为没有了一个整天呼呼作响的风扇，让我们使用电脑时更加舒心愉快。

但那并非会不仅是一个“乔布斯说他不要风扇”的决定。

它需要巨大的工程支持来调整动力源和创造一个更适应电脑运作内部结构。

因此，设计绝不是虚饰。

设计从我们创业第一天起就是我们产品的核心。

In most people's vocabularies, design means veneer. It's interior decorating. It's the fabric of the curtains and the sofa. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a

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man-made creation that ends up expressing itself in successive outer layers of the product or service. The iMac is not just the color or translucence or the shape of the shell. The essence of the iMac is to be the finest possible consumer computer in which each element plays together. On our latest iMac, I was adamant that we get rid of the fan, because it is much more pleasant to work on a computer that doesn't drone all the time. That was not just "Steve's decision" to pull out the fan; it required an enormous engineering effort to figure out how to manage power better and do a better job of thermal conduction through the machine. That is the furthest thing from veneer. It was at the core of the product the day we started.-Apple's One-Dollar-a-Year ManFortune, Jan 24, 2000……

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