

STAY HUNGRY STAY FOOLISH

Steve Jobs (1955-2011)

Apple has lost a visionary and creative genius, and the world has lost an amazing human being. Those of us who have been fortunate enough to know and work with Steve have lost a dear friend and an inspiring mentor. Steve leaves behind a company that only he could have built, and his spirit will forever be the foundation of Apple.

Steven P. Jobs, the visionary leader and co-founder of Apple who helped usher in the era of personal computers and then led a cultural transformation in the way music, movies and mobile communications were experienced in the digital age, died on Wednesday, 5th October.

"We are deeply saddened to announce that Steve Jobs passed away today," the company's board of directors said in a statement. "Steve's brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives. The world is immeasurably better because of Steve." The Silicon Valley icon who gave the world the iPod and the iPhone resigned as CEO of the world's largest technology corporation in August, handing the reins to current chief executive Tim Cook.

Jobs had battled cancer in 2004 and underwent a liver transplant in 2009 after taking a leave of absence for unspecified health problems. He took another leave of absence in January, his third since his health problems began, before resigning as CEO six weeks ago. Jobs became Apple's chairman and handed the CEO Job over to his hand-picked successor, Tim Cook. The news Apple fans and shareholders had been dreading came the day after Apple unveiled its latest version of the iPhone, just one in a procession of devices that shaped technology and society while Jobs was running the company.

Jobs started Apple with a high school friend in a Silicon Valley garage in 1976, was forced out a decade later and returned in 1997 to rescue the company. During his second stint, it grew into the most valuable technology company in the world with a market value of \$351 billion. Only Exxon Mobil, which makes it money extracting and refining oil instead of ideas, is worth more. Cultivating Apple's countercultural sensibility and a minimalist design ethic, Jobs rolled out one sensational product after another, even in the face of the late-2000s recession and his own failing health.

He helped change computers from a geeky hobbyist's obsession to a necessity of modern life at work and home, and in the process he upended not just personal technology but the cell phone and music industries. For transformation of American industry, he ranks among his computer-age contemporary, Microsoft Corp. co-founder Bill Gates and other creative geniuses such as Walt Disney that left an indelible imprint on the world. Jobs died as Walt Disney Co.'s largest shareholder, a by-product of his decision to sell computer animation studio Pixar in 2006.

Perhaps most influentially, Jobs in 2001 launched the iPod, which offered "1,000 songs in your pocket." Over the next 10 years, its white earphones and thumb-dial control seemed to become more ubiquitous than the wristwatch. In 2007 came the touch-screen iPhone, joined a year later by Apple's App Store, where developers could sell iPhone "apps" which made the phone a device not just for making calls but also for managing money, editing photos, playing games and social networking. And in 2010, Jobs introduced the iPad, a tablet-sized, all-touch computer that took off even though market analysts said no one really needed one.

A gizmo- God to geeks but also worshipped by luddites alike for introducing elegance into the world of technology, his fans compare him to Gutenberg while others call him the 'Michelangelo of our times'. Still others compare him to Leonardo da Vinci and Thomas Edison. US President Barack Obama summoned his trademark eloquence in a tribute to Jobs, calling him 'among the greatest of American innovators- brave enough to think differently, bold enough to believe he could change the world, and talented enough to do it'.

Steve Jobs loved what he did. And pursued that love with a passion! In a **2005 Stanford commencement speech**, Jobs said:

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. Stay hungry, stay foolish!