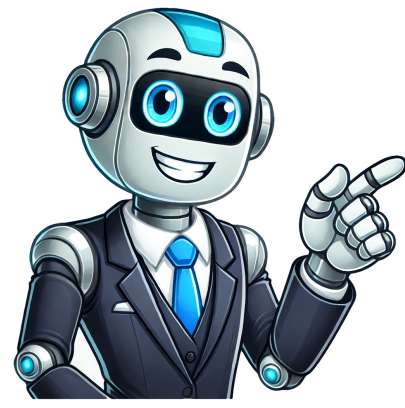


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these things are used in positive, productive ways. -Steve JobsI do feel there is another way we have an effect on society besides our computers. -Steve Jobs There is a tremendous amount of craftsmanship between a great job and a great product. -Steve JobsIm actually as proud of the things I have done as the things I have done.Innovation is sayingno to 1,000 things. You have to pick carefully. -Steve JobsI discovered that the best innovation is sometimes the company, the way you organize a company. The whole notion of how you build a company is fascinating. -Steve JobsInnovation distinguishes between a leader and a follower. -Steve JobsInnovation comes from people meeting up in the hallways or calling each other at 10:30 at night with a new idea, or because they realized something that shoots holes in how weve been thinking about a problem. -Steve JobsMany companies forget what it means to make great products. After initial success, sales and marketing people take over, and the product people eventually make their way out. -Steve JobsIts hard to tell with these Internet startups if theyre really interested in building companies or if theyre just interested in the money. I can tell you, though: If they dont really want to build a company, they wont luck into it. Thats because its so hard that if you dont have a passion, youll give up. -Steve JobsI hate it when people call themselves entrepreneurs when what theyre really trying to do is launch a startup and then sell or go public, so they can cash in and move on. -Steve JobsSometimes, when you innovate, you make mistakes. It is best to admit them quickly and get on with improving your other innovations. -Steve JobsRecruiting is hard. Its just finding the needles in the haystack. -Steve JobsYou should never start a company with the goal of getting rich. Your goal should be making something you believe in and making a company that will last. -Steve JobsQuality is much better than quantity. One home run is much better than two doubles. -Steve Jobs If you look at the artists, if they get really good, it always occurs to them at some point that they can do this one thing for the rest of their lives, and they can be really successful to the outside world but not really be successful to themselves. Thats the moment that an artist really decides who he or she is. If they keep on risking failure, theyre still artists. -Steve JobsWhen youre a carpenter making a beautiful chest of drawers, youre not going to use a piece of plywood on the back, even though it faces the wall and nobody will ever see it. Youll know its there, so youre going to use a beautiful piece of wood on the back. -Steve JobsCreativity is just connecting things. -Steve JobsI think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out whats next. -Steve JobsThe greatest thing is when you do put your heart and soul into something over an extended period of time, and it is worth it. -Steve JobsAs 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, Bye. I have to go. Im going crazy, and Im getting out of here. And they go and hibernate somewhere. Maybe later they re-emerge a little differently. -Steve JobsDetails matter; its worth waiting to get it right. -Steve JobsPicasso had a saying: good artists copy, great artists steal. And we have always been shameless about stealing great ideas, and I think part of what made the Macintosh great was that the people working on it were musicians and poets and artists and zoologists and historians who also happened to be the best computer scientists in the world. -Steve JobsFor you to sleep well at night, the aesthetic, the quality, has to be carried all the way through. -Steve JobsI think the artistry is in having an insight into what one sees around them. Generally putting things together in a way no one else has before and finding a way to express that to other people who dont have that insight. -Steve JobsWhat I do see is a small group of people who are artists and care more about their art than they do about almost anything else. Its more important than finding a girlfriend; its more important than cooking a meal, its more important than joining the Marines, its more important than whatever. -Steve JobsDesign is not just what it looks like and feels like. Design is how it works. -Steve Jobs The only thing you have in your life is time. If you invest that time in yourself to have great experiences that are going to enrich you, then you cant possibly lose. -Steve JobsWe dont get a chance to do that many things, and everyone should be really excellent because this is our life. Life is brief, and then you die, you know -Steve JobsI have looked in the mirror every morning and asked myself: If today were the last day of my life, would I want to do what I am about to do today? And whenever the answer has been No for too many days in a row, I know I need to change something. -Steve JobsI think the things you most regret in life are things you didnt do. What you really regret was never asking that girl to dance. -Steve JobsThat was one of the things that came out most clearly from this whole experience [with cancer]. I realized that I love my life. I really do. Ive got the greatest family in the world, and Ive got my work. And thats pretty much all I do. I dont socialize much or go to conferences. I love my family, and I love running Apple, and I love Pixar. And I get to do that. Im very lucky. -Steve JobsRemembering that Ill be dead soon is the most important tool Ive ever encountered to help me make the big choices in life. -Steve JobsLife goes on, and you learn from it. -Steve JobsI believe life is an intelligent thing, that things arent random. -Steve JobsInvest time in yourself to have great experiences that are going to enrich you. -Steve JobsDont take it all too seriously. If you want to live your life in a creative way, as an artist, you have to not look back too much. You have to be willing to take whatever youve done and whoever you were and throw them away. -Steve JobsRemembering 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. -Steve JobsYou have to trust in something your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life. -Steve JobsThats maybe the most important thing. Its to shake off this erroneous notion that life is there and youre just gonna live in it, versus embrace it, change it, improve it, make your mark upon it. I think thats very important and however, you learn that, once you learn it, youll want to change life and make it better, cause its kind of messed up in a lot of ways. Once you learn that, youll never be the same again. -Steve JobsDo you want to spend the rest of your life selling sugared water, or do you want a chance to change the world? -Steve JobsLets go invent tomorrow rather than worrying about what happened yesterday. -Steve JobsYou cant connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. -Steve JobsThe minute that you understand that you can poke life and actually something will pop out the other side, that you can change it, you can mold it. -Steve JobsThings dont have to change the world to be important. -Steve JobsNo one wants to die. Even people who want to go to heaven dont want to die to get there. And yet, death is the destination we all share. No one has ever escaped it. And that is as it should be because death is very likely the single best invention of life. -Steve JobsSometimes, life hits you in the head with a brick. Dont lose faith. -Steve JobsIf today were the last of your life, would you do what you were going to do today? -Steve JobsIn the broadest context, the goal is to seek enlightenment however, you define it. -Steve JobsOnce you discover one simple fact, and that is everything around you that you call life, was made up by people that were no smarter than you. -Steve JobsWhen you grow up, you tend to get told that the world is the way it is and your life is just to live your life inside the world. Try not to bash into walls too much. Try to have a nice family life, have fun, save a little money. Thats a very limited life. Life can be much broader. -Steve Jobs Theres lots of ways to be as a person. And some people express their deep appreciation in different ways. But one of the ways that I believe people express their appreciation to the rest of humanity is to make something wonderful and put it out there. And you never meet the people, you never shake their hands, you never hear their story or tell yours, but somehow, in the act of making something with a great deal of care and love, something is transmitted there. And its a way of expressing to the rest of our species our deep appreciation. So we need to be true to who we are and remember whats really important to us. -Steve JobsOne way to remember who you are is to remember who your heroes are. -Steve JobsIts painful when you have some people who are not the best people in the world, and you have to get rid of them, but I found my job has sometimes exactly been that to get rid of some people who didnt measure up and Ive always tried to do it in a humane way. But nonetheless, it has to be done, and it is never fun. -Steve JobsHuman minds settle into fixed ways of looking at the world, and thats always been true, and its probably always going to be true. -Steve JobsWhat are we, anyway? Most of what we think we are is just a collection of likes and dislikes, habits, patterns. At the core of what we are is our values, and what decisions and actions we make reflect those values. -Steve JobsWe attract a different kind of person a person who doesnt want to wait five or ten years to have someone take a giant risk on him or her. Someone who really wants to get a little over his head and make a little dent in the universe. -Steve JobsThe most important thing is a person. A person who incites and feeds your curiosity; and machines cannot do that in the same way that people can. -Steve Jobs Thats been one of my mantras focus and simplicity. -Steve JobsThe only way to be truly satisfied is to do what you believe is great work, and the only way to do great work is to love what you do. If you havent found it yet, keep looking, dont settle. As with all matters of the heart, youll know when you find it. -Steve JobsPeople judge you on your performance, so focus on the outcome. Be a yardstick of quality. Some people arent used to an environment where excellence is expected. -Steve JobsSimple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But its worth it in the end because once you get there, you can move mountains. -Steve JobsIf you want it, you can fly; you just have to trust you a lot. -Steve JobsI think different religions are different doors to the same house. Sometimes I think the house exists, and sometimes I dont. Its the great mystery. -Steve JobsBut its a disservice to constantly put things in this radical new light that its going to change everything. Things dont have to change the world to be important. -Steve JobsMuch of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. -Steve JobsSteve Jobs Narrates Famous Apple Advertisement: Heres to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. Theyre not fond of rules, and they have no respect for the status quo. You can quote them, disagree with them, glorify and vilify them. About the only thing you cant do is ignore them because they change things. They push the human race forward. And while some may see them as crazy, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do.More Quotes:

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