**«Steve Jobs» story of obsession.**

The author of the Steve Jobs biography main merit is that he wrote very cruel book about one of the most esteemed people on the Earth.

Walter Isaacson, «Steve Jobs». Simon & Schuster, 2011. (Перевод на русский выйдет в начале декабря в издательстве Corpus*).*

Steve Jobs's biography would be interesting reading even in case he is not well known; sometimes the simple sequence of events stated in a chronological order gives enough reasons for empathy. Jobs was born at the American girl and the Syrian immigrant family and right after the birth was sent to others family. Thanks to good luck and the help of private detectives in adult age secretly from adoptive parents whom he always called, his own he has found the biological mother ("the donor of an ovum") and the sister. The sister some years later wrote the novel ("The ordinary guy") which main character was written off from Jobs, by his own recognition, on about 25 percent.

Taking own abandonment hard, he nevertheless did not participate in life of his own daughter until her teenage age — only because he did not want to be the father and "didn't become him". It did not prevent him from calling one of the first ambitious projects in her honor— the Lisa computer — just that one, which on combination of circumstances, was taken away from him. He was the soldier of psychedelic revolution, was looking for enlightenments in India, was a Buddhist zen, **but was flying on his own "Gulf Stream" (**he was on his own frequency). In youth he washed once a week because believed that his "frutarian" diet interferes with formation of smells (on the first work he was transferred to a night shift not to confuse colleagues). He robbed the best friend and had been steeling many ideas, but terrifically took offense when idea was stolen from him.

His career abounded with excentric tricks too. He did not wanted to complete the study in college though the higher education was the only condition, which was set by his biological parents to adoptive parents. He created his first business in garage, in 20 years. He had been going to business meetings barefoot — unbarred and frowzy. Despite this, he became a multimillionaire in age of 26. He was thrown out from own company and returned ten years later. During this "downtime», he managed to create other business, Pixar company which as a result made him the billionaire. He created some technological branches and was an icon for three generations of the American businessmen: Sergej Brin and Larry Page when in 2000 they needed the CEO in Google, they were agreed for Jobs to hire only.

Whichever way you look at it, Steve Jobs was a good object for the biography. That's exactly what he was explaining to the journalist Walter Ayzekson in 2006 while persuading him to write the bookabout himself. At that moment Ayzekson was presenting Einstein's biography written by himself, and Jobs was suffering from cancer. The journalist has been thinking on it until Jobs's wife Lauryn didn't tell Ayzekson that the book can be written either now, or never — and he agreed to the offer. In one and a half years Steve Jobs gave to Ayzekson about forty interviews, responded to tens letters, and thus — such seldom happens to the authorized biographies — promised not to interfere with the text in any way. The only part of the book which he made himself — is a cover. Both the cover and the text strongly benefited from it.

The book "Steve Jobs" was doomed to become the best-seller. Both the header hero, and circumstances of book appearence, and time of its publication (in 17 days after Jobs's death), and the author who wrote already some popular biographies guaranteed success to this enterprise.

But to be fair it is necessary to say, that as without a thing this news surroundings the book appeared excellent. Ayzekson managed not only to create the fullest history of Jobs life; he managed to describe the main property of the hero very precisely. The property is called obsession.

Once Jobs asked the programmer Andy Hertsfeld how good he is. Good enough, Hertsfeld answered. Next day Jobs approached him and told: "Lets go to work in my team. How much time you need?" — "Couple of days". Then Jobs approached Hertsfeld computer and simply pulled out a cord from the socket: tje whole program code, naturally, was gone. From Jobs point of view, it shouldn't be spent even a seconds for the senseless project. Hertsfeld began to work in team which was developing "Macintosh", and many years later told Ayzekson: "The only question on which I would like to hear the answer from Steve: why he is such angry sometimes".

That's much stories set. All Jobs employees of all times remembered that he divided people into geniuses who were almost always right, and idiots who were always wrong.Of course, talented people got to the second group but they could do nothing with their characteristic already. It is only possible to guess what it was to work with it.

Sometimes idiots brought useful ideas into world, and Jobs appropriated them. Not because he needed somebodies glory but because any right idea had to be his idea — who created it, was unimportant. In the early eighties in exchange for possibility of investment into the booming company, Jobs demanded from the Xerox company to let him and his employees into research laboratory XeroxPARC in California. There he saw both the graphic interface, and a mouse which formed the basis of "Macintosh". Later he told about it, quoting Picasso: " "If there is something to steal, I steal it!". Also added: "We've always been shameless about stealing great ideas".

It is possible to argue on whether it's permissibly to steal ideas, but Jobs was raving with fury when decided that idea was stolen from him. The metter concerns, of course the Android operating system which according to Jobs is copied from iPhone. "I will spend my last dying breath if I need to, and I will spend every penny of Apple's $40 billion in the bank, to right this wrong... I'm willing to go thermonuclear war on this.". Compare it to the last words of the captain Akhava from Moby-Dick", the favourite school book of Jobs: "To the last I fight with you; from depth of an underworld I strike you blow; for the sake of hatred I on you vomit my last breath". At some moment Ayzekson asked Jobs the way he regard the captain Akhava, to "the most obsessed character in English-speaking literature", but that missed giving. If to compare him with smb, that should be the captain who sank the ship right with the team for the sake of revenge. If Steve Jobs read the book, he would hardly understand how ruthless text is. "From our letters, no one could gather Any insight to understand more How disloyal we were, or rather, -How true to ourselves we were".

Obsession was not only the main distinctive property of Steve Jobs, but also the main engine of his success. Over and over again colleagues and friends remember how they found themselfs under his action of "reality distortion field" in which there was nothing impossible. Starting with the co-founder of Apple Stephen Voznyak, people surrounding Jobs found out that at his presence are capable to make things and to meet the deadline which seemed inconceivable quite recently. For the sake of this they didn't sleep at the nights and worked for hundred hours per week, but none of them, apparently, didn't regret subsequently about the spent time.

No doubt that to some extent Jobs with only one will of power could influence reality, even if by means of the self-coming true prophecies. When he put on the market iPad, the impossibility of support of the Flash technology because of what it was impossible to watch the majority of videos on the iPad was one of the main claims to the new device. Jobs justified the controversial decision with that this technology is no good — and even published some kind of open letter about it. Three years passed — and as it became known on November 10, the Adobe company stopped supporting mobile version of Flash. It would be possible to decide that once again Jobs was right if from Ayzekson's book we didn't know that the reasons of his quarrel with Adobe were in big degree personal: at some critical moment the company refused to develop the Photoshop version for "Macintosh". As always, it's left for us to guess, whether he foresaw the future or cynically changed it by means of a distortion reality field.

In the final chapter of the biography devoted to Jobs's heritage, the author pledges the word to the hero. It is the longest direct speech in the book, apologia of some pages. Jobs tells that creation of outstanding products — is a way of self-expression for the person deprived of ability to sing as Bob Dylan, or to compose plays as Tom Stoppard. He repeats several times how it is important to be honest even if for the sake of that it is necessary to say directly to people's faces that they made crappy work. He writes that it is necessary to continue to move forward all the time and to choose priorities correctly. He argues, at last, how it is important to create the companies which will endure the founders, citing as an example Hyulett and Pakkard. About what he was silent, was that very few people from the young businessmen praying on him will be able to use his recipe of success. Because his talent of creative imagination, both perfectionism, and reality distortional field would be impossible without obsession which was for him both blessing, and a damnation. Who would like to live Steve Jobs's life?

Ayzekson's merit is that he wrote very cruel book about one of the most esteemed men on Earth, and wrote it loving.

Walter Isaacson, "Steve Jobs". Simon & Schuster, 2011. The translation into Russian will be published at the beginning of December in Corpus publishing house.