



Apple: The Company and Its Visionary Founder, Steve Jobs (Technology Pioneers)

By Marcia Amidon Lusted

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This title examines the remarkable life of Steve Jobs and his work building the groundbreaking company Apple. Readers will learn about Jobs's background and education, as well as his early career and his time with NeXT Computer and Pixar. Also covered is a look at how Apple operates, its history, and its many innovations, including the iPod, the iPad, and the iPhone. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an Index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

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Apple: The Company and Its Visionary Founder, Steve Jobs (Technology Pioneers) By Marcia Amidon Lusted Bibliography

- Rank: #3356721 in Books
- Published on: 2011-12-15
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .50" w x 6.10" l, .75 pounds
- Binding: Library Binding
- 112 pages

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Editorial Review

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Computer geniuses, business ups-and-downs, lawsuits, and invention are the fundamentals of this series for students seeking information on important technology companies. Each book begins with an important moment in the life of the company. After that, the stories become a little dry for the most part, as it is difficult to convey technological genius and business acumen in an interesting way to young readers. Apple focuses closely on the company's history rather than Steve Jobs. Illustrated mostly with headshots, these feature very detailed time lines for the short periods they cover and include source notes to back up their information. Grades 6-9, --Susan Dove Lempke

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