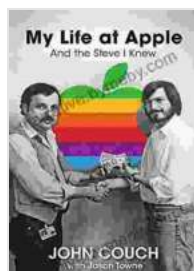


# And the Steve Knew: A Behind-the-Scenes Look at the Creation of Apple's Insanely Great Products



**My Life at Apple: And the Steve I Knew** by Barry Sargeant

★★★★☆ 4.4 out of 5

Language : English  
File size : 682 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 254 pages  
Lending : Enabled

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By Ken Segall



**A fascinating and insightful look at the creative process behind some of Apple's most iconic products, from the iPod to the iPhone to the iPad.**

Written by former Apple software executive Ken Segall, who worked closely with Steve Jobs for over a decade, *And the Steve Knew* offers a unique insider's perspective on the development of Apple's revolutionary products. This is a must-read for anyone interested in the history of technology, innovation, and design.

### **Table of Contents**

- The iPod
- The iPhone

- The iPad
- The Creative Process at Apple
- Steve Jobs

## **Excerpt**

*"The iPod was a huge success, but it was just the beginning. The iPhone was the real game changer. It was the first truly mobile phone, and it set the standard for all smartphones that followed. The iPad was another huge hit, and it created a new category of devices—the tablet computer."*

*"The creative process at Apple is a unique one. It is a combination of art and science, and it is driven by a relentless pursuit of perfection. Steve Jobs was a master of this process, and he demanded the same from his team. He was always pushing the envelope, and he never settled for less than the best."*

*"Steve Jobs was a visionary, a leader, and a genius. He was also a demanding boss, but he was also a brilliant mentor. He taught me the importance of thinking differently, and he inspired me to reach my full potential. I am forever grateful for the opportunity to have worked with him."*

## **Reviews**

*"And the Steve Knew is a fascinating and insightful look at the creative process behind some of Apple's most iconic products. Ken Segall offers a unique insider's perspective on the development of these products, and he provides a wealth of detail about the challenges and triumphs that the Apple team faced along the way. This is a must-read for anyone interested in the history of technology, innovation, and design."*

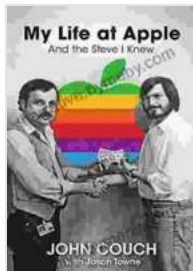
- **Walter Isaacson**, author of *Steve Jobs*

"*And the Steve Knew* is a must-read for anyone interested in the history of Apple and the creative process behind some of the most iconic products of our time. Ken Segall offers a unique insider's perspective on the development of these products, and he provides a wealth of detail about the challenges and triumphs that the Apple team faced along the way. This is a fascinating and insightful book that will appeal to a wide range of readers."

- **Tim Cook**, CEO of Apple

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