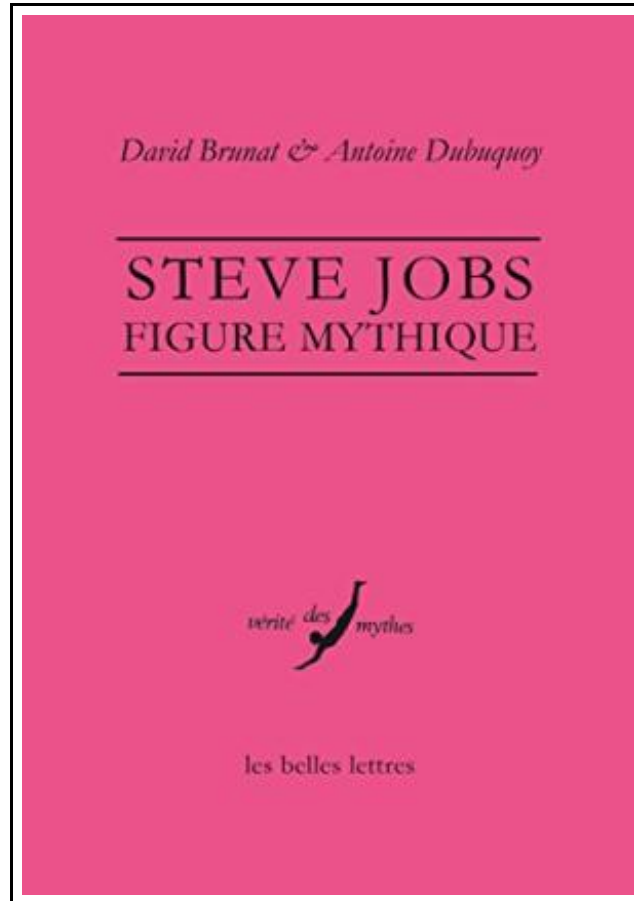


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Les Belles Lettres, France, 2014. Paperback. Book Condition: New. 214 x 150 mm. Language: French . Brand New Book. English summary: This is the first full-length French biography of Steve Jobs. More than a simple retelling of his life, the authors explore the intersection of American mythology and innovative genius that defined Jobss place history. How was this child of Silicon Valley able to create a brand, community, and consumer movement at a level that is at once global and capillary? The biography concludes with questions on the heirs to Jobss genius. Frech description: La figure de Steve Jobs (1955-2011) et l histoire d Apple a la lumiere des grands mythes modernes et antiques et a l aune de la mythologie populaire americaine. Ce livre est le premier ouvrage francais sur Steve Jobs. Explorer le mythe Steve Jobs, comprendre et decrypter comment un gamin genial de la Silicon Valley devient en quelques annees un modele, une source d inspiration pour les entrepreneurs du monde entier, tel est l angle d approche de cette premiere biographie francaise du mythe contemporain. Les biographies se multiplient, le sujet a ete traite au cinema, on parle meme d un opera. Steve Jobs s est employe tout au long de sa vie a mettre en scene sa marque et a forger sa propre legende avec une reussite insolente. Il a su innover, renaître apres avoir connu l echec, devenir l objet d une fascination presque religieuse, modeler l univers des nouvelles technologies et creer une communaute planetaire d utilisateurs et de fans. D ou provient cette energie, cette vision, cette capacite a anticiper les envies des millions de consommateurs qui sont devenus adeptes de la marque a la pomme? Les auteurs ont mobilise autant les mythes anciens que les mythologies americaines. Ils se sont plonges...



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