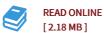




Jony Ive: The Genius Behind Apple's Greatest Products

By Kahney, Leander

Portfolio, U.S.A., 2013. Hardcover. Condition: New. Dust Jacket Condition: New. 1st Edition. ¿Different and new is relatively easy. Doing something that¿s genuinely better is very hard.¿¿Jony lve In 1997, Steve Jobs returned to Apple as CEO with the unenviable task of turning around the company he had founded. One night, Jobs discovered a scruffy British designer toiling away at Apple¿s corporate headquarters, surrounded by hundreds of sketches and prototypes. It was then that Jobs realized he had found a talent who could reverse the company¿s long decline.-That young designer was Jony Ive.



Reviews

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