



Jony Ive: The Genius Behind Apple's Greatest Products

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¿Different and new is relatively easy. Doing something that¿s genuinely better is very hard.¿ ¿Jony Ive 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.



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