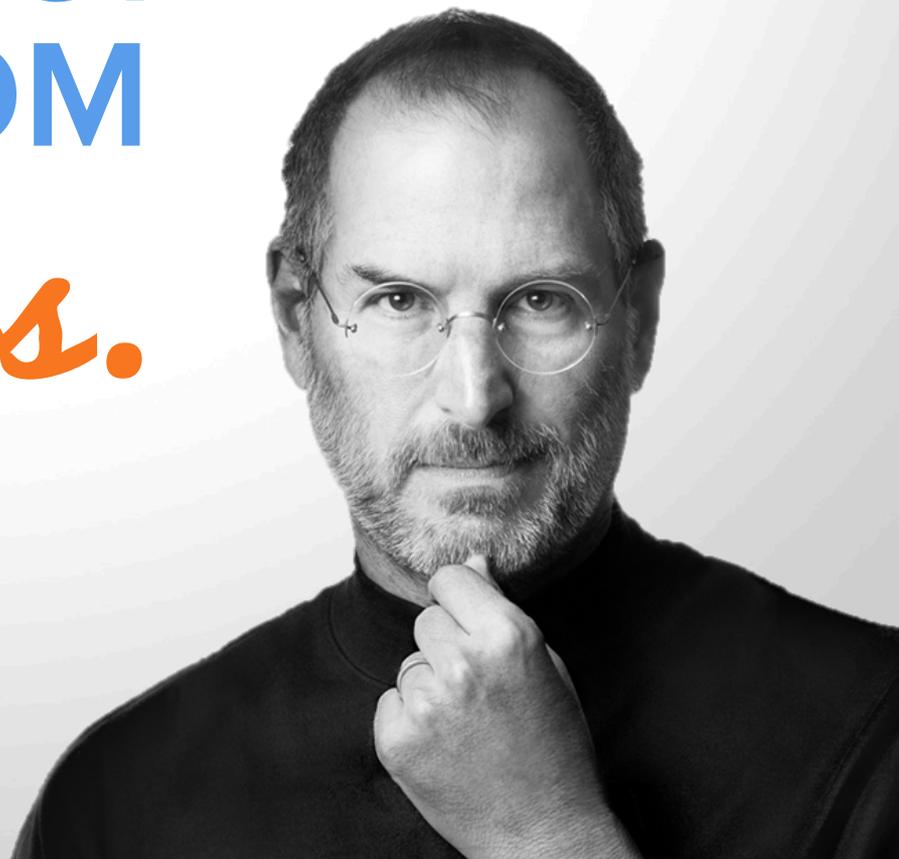


16 NUGGETS OF
WISDOM FROM

Steve Jobs.





STEVE JOBS

was one of the great
marketers of all time.

In a career that spanned

FOUR DECADES,

he said a lot of smart things about

life, death, and work.



Here are **16** of our favorites.



“It’s really hard to design products by focus groups. A lot of times, **people don’t know what they want until you show it to them.**”



“Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end, because once you get there, **you can move mountains.**”



“You can’t con
people in this
business.

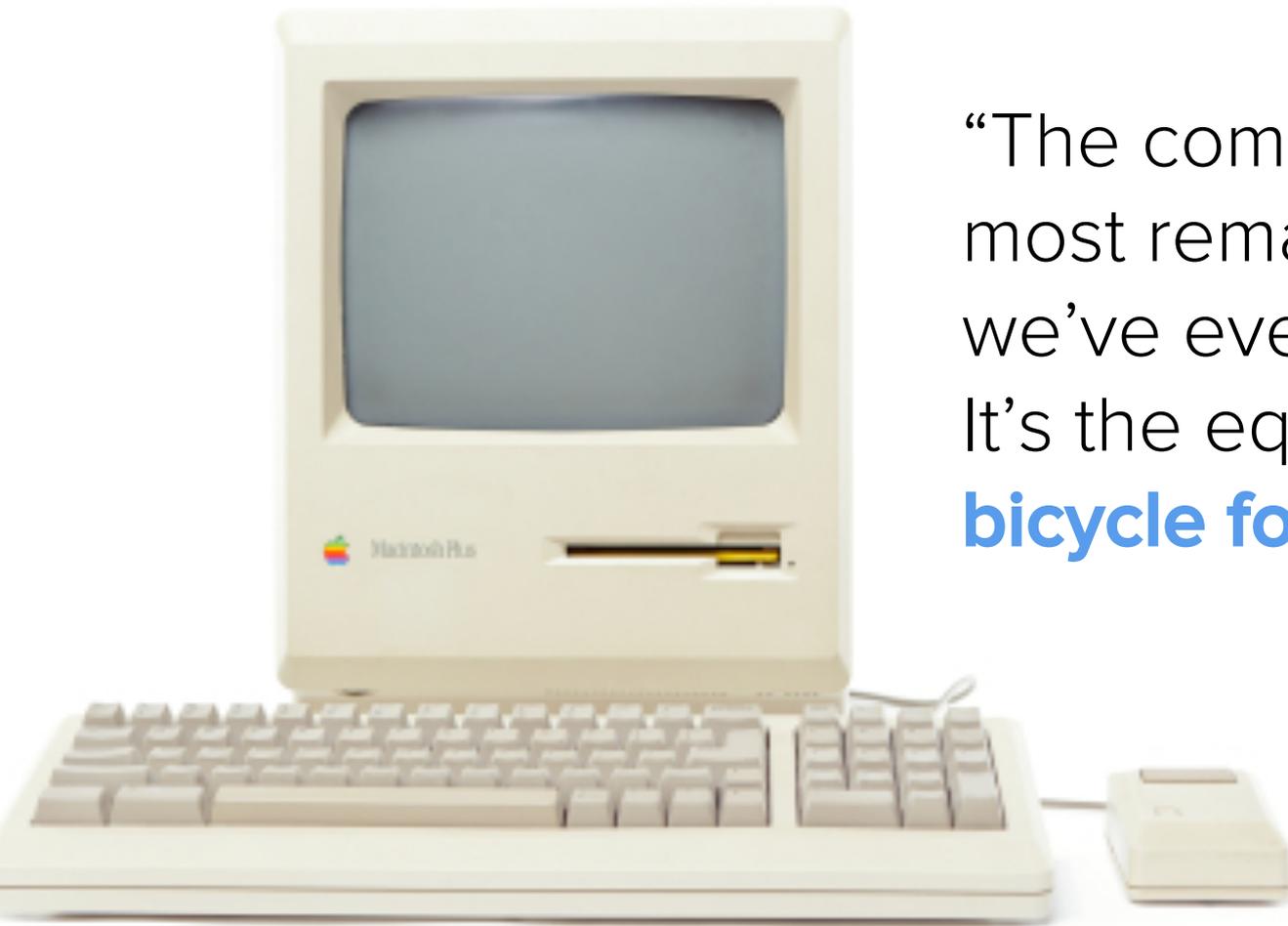
**The products
speak for
themselves.”**



“When you’re a carpenter making a beautiful chest of drawers, you’re not going to use a piece of plywood on the back, even though it faces the wall and nobody will ever see it. You’ll know it’s there, so you’re going to use a beautiful piece of wood on the back. For you to sleep well at night, **the aesthetic, the quality, has to be carried all the way through.**”

“**QUALITY** is more important than
QUANTITY. One **HOME RUN** is much
better than two **DOUBLES**.”





“The computer is the most remarkable tool we’ve ever come up with. It’s the equivalent of a **bicycle for our minds.**”

“I would trade all of my technology for an afternoon with Socrates.”

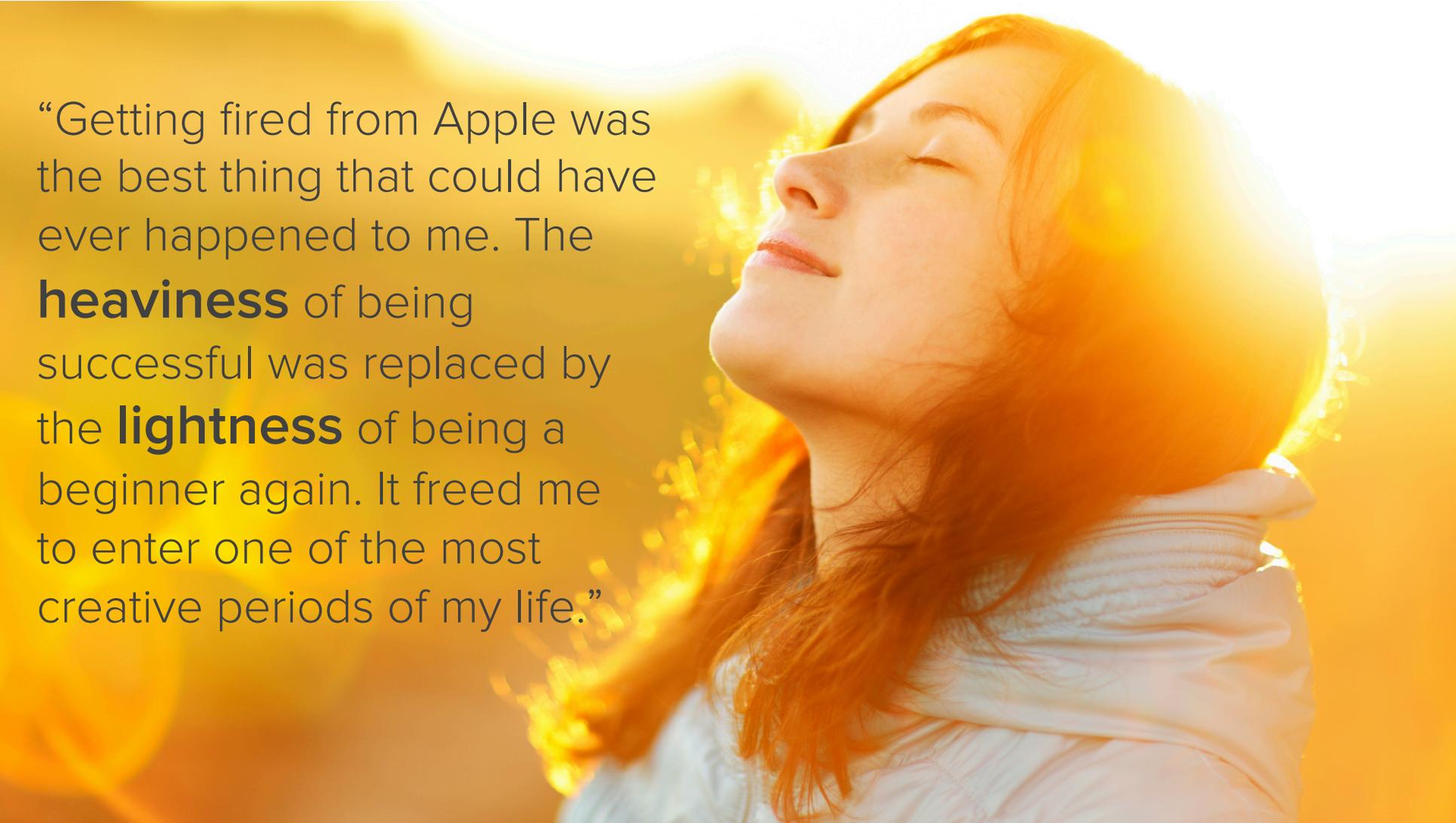




“I’m as proud of many of the things we **haven’t done** as the things we have done. Innovation is **saying no** to a thousand things.”

“It’s more fun to be a pirate than to join the navy.”



A woman with long, wavy red hair is shown in profile, looking upwards with her eyes closed. She is wearing a light-colored, possibly white, turtleneck sweater. The background is a bright, golden-yellow glow, suggesting a sunrise or sunset, with soft, out-of-focus light spots. The overall mood is peaceful and contemplative.

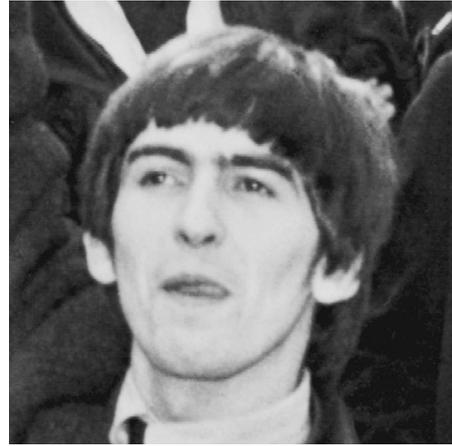
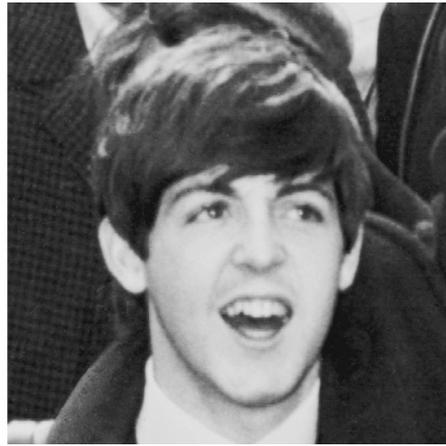
“Getting fired from Apple was the best thing that could have ever happened to me. The **heaviness** of being successful was replaced by the **lightness** of being a beginner again. It freed me to enter one of the most creative periods of my life.”

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. **And the only way to do great work is to love what you do.**”





“Being the richest man in the cemetery doesn’t matter to me. Going to bed at night saying we’ve done something wonderful ... that’s what matters to me.”



“My model for business is The Beatles. They balanced each other, and the total was greater than the sum of the parts. That’s how I see business: **great things in business are never done by one person, they’re done by a team of people.**”

“I don't really care about being right, I just care about success. I don't mind being wrong, and I'll admit I'm wrong a lot. It doesn't really matter to me too much.

What matters to me is that we do the right thing.”





“Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help make the big choices in life.

Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose.”



“Your time is limited, so don’t waste it living someone else’s life.”

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