# Steve The questions I wish you could answer BY AVA ROOSEVELT By Walter Isaacson

# The day doesn't go by that billions of people around the globe are not united by the numerous inventions that have become the legacy of one man: Steve Jobs.

A genius in a less-than-perfect-world, Steve constantly aspired to the excellence which seemed to define him, yet alienate him from those who worked with him, loved him, bored him or adopted him.

Oftentimes, an individual's brilliance forms a justification for being brutally honest, defiant, belligerent or just plain nasty, as was Steve's case in many well-publicized instances. I often wonder if those whom you made billionaires excused those less than desirable attributes for the privilege of being able to be a part of the Apple's 'movement'?

I wish you could tell us how it felt to be adopted and how did it affect your life? Was your tireless quest to succeed the cause or the symptom of being left behind? Was your heart closed to forgiving or reason and Were you angry when a routine CAT scan for kidney stones discovered a pancreatic cancer in 2003? Why did you opt to defy doctor's orders to operate when there was time to possibly save you, and decide to cure yourself with juicing and other holistic methods? Looking back, were you just plainly arrogant or did you consider cancer an adversary you could conquer on your own?



perfection," said Laurene Powell Jobs from *Steve Jobs* by Walter Isaacson.

In the end of your life, to which you clung, after making a decision which many in the medical community proclaimed as suicidal, did your mortality make you a better and a more forgiving man?

Your life was cut short in 2011. I am sad thinking that it might have been prolonged, not only for the sake of your family but also the world at large.

Your untimely death has catapulted you into history books as a man, who, at 56, without a doubt forever changed the way we communicate, listen to music and watch movies.

A handheld device the size of a pack of cigarettes, capable of connecting us in a matter of seconds, has created demand for instantaneous reaction. We're expected to be ON 24/7, yet are these tweets and texts at the cost of intimacy? Don't you miss a proper handwritten

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is it why it took you so long to reunite with your daughter Lisa or refuse to see your birth father Adbultattah John Janall?

And how about all these obsessive diets you were on-and-off all your life? I would have assumed, obviously wrongly, that someone who prized himself on being a pure vegan and who lived a life voided of edible impurities, would have been spared one of the most incurable and deadly cancers?

Did you take on more than you should have trying to run both Apple and Pixar in 1977? Such a lesson for all of us to know when enough is enough; and what would you tell others graced with such extraordinary talents as yours?

I wouldn't dare to come to an interview lessthan-well-prepared, so I've read all there is about you, including the brilliant biography by Walter Isaacson, and got an insight to understanding what it is that drove you: a premonition that your life was to be short. So you lived to the max, didn't stop until you dropped, and so many have profited from your extraordinary drive, but did you?

What would you consider your greatest accomplishment? Your talent made all that you did almost easy. It didn't seem to have been the case in your personal life until you married and had children with Laurene Powell, a woman you claimed 'saved you.'

"Steve possessed an epic sense of possibility. He looked at things from the stand of

thank you note, or a holiday wish? At the risk of dating myself, I look forward to these relics, which I treasure and save for my young friends' children who, computer-savvy at age 4, have never seen one.

What would you say if the world's population proclaimed a Steve Job's day by turning off their Apple devices to actually have a conversation around the table with family and friends instead of texting and tweeting?

What would have happened to the value of the stocks like Apple or Samsung and any other communication-related Dow components at the opening of the trading day on Wall Street?

Continued on next page

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### BY JAMES C. HOFFMAN, PRESIDENT-BROKER, OPULENCE INTERNATIONAL REALTY

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## **Steve Jobs**

Continued from previous page

Do you think that we are becoming victims of your own creations, which so swiftly link us, yet allow us to be there part-time only, capable of disengaging by a touch of a fingertip? Knowing your wrath for imperfection, I can certainly understand why an iPhone's text would suit you better, but don't you miss an actual conversation, where a tone of voice can tell you the 'real temperature' and where you 'stand' with a friend, a lover or while making a deal?

On the more-sinister side of things, while your inventions have claimed credits for helping to abolish dictatorships and establish democracies, aiding the world to be a better place, those devices also enable the terrorist, identity thieves and criminals to access data and make our world very small indeed, overpopulated, and a dangerous place to be, to raise children and to co-habit peacefully.

Short of living on a deserted island, I wonder what advice would you give us to change that, or is it too late to 'put the toothpaste back in the tube'?

And lastly, why have you made the new Apple iPhone 5S so challenging to operate and so expensive? I guess it's for you to know and me to figure out!

# **ABOUT THE BOOK**

In a clear, elegant, biographical voice, Walter Isaacson provides an unflinching portrait of the most important technological and innovative personality of the modern era: Apple's founder and chief thinker, Steve Jobs. Through a series of unprecedented interviews with Jobs — as well as interviews with more than 100 friends, family members, colleagues, adversaries, admirers, and imitators — Isaacson documents the transformation of an ambitious Silicon Valley whiz kid into one of the most feared and respected business leaders of his generation and quite possibly of all time, arriving at some hard truths about a man who defined the intersection of art and technology for the digital age and the future to come.