Inside Apple:
The Secrets Behind the Past and Future Success of
Steve Job's Iconic Brand

Book Review

Wallace Jacob¹

Details of the book reviewed:


It is said that three apples changed the world forever. One was the apple with which Satan seduced Eve. The second was the apple which fell on Isaac Newton's head and the third is Steve Job's Apple. The superlative tome under review is a mesmerizing peregrination of ten chapters delving deep into a brand which has defied accepted views on business management and leadership styles. Transparency, accountability, delegation of authority and efficiency are the pillars on which businesses are built, perhaps! But Steven Paul Jobs' Apple flouts all modern management theories. The genesis of most of Apple's products is not focus groups, it is not reader surveys, it is not competitive analysis. Rather, the employees at Apple believe that they are building a product for themselves. Apple is a company which is known to be secretive, and the highly autocratic Steve Jobs (known the world over for his idiosyncrasies) micromanaged every single transaction his company entered into. The beauty of the book is the fact that with each sentence it appears as if a mystery is being unfolded layer-by-layer.

¹ Prof. Wallace Jacob, Assistant Professor, Applied and Social Sciences, Tolani Maritime Institute, Talegaon Dabhade, Pune, India, ultawallace@gmail.com