



The 66 Secrets of Steve Jobs; The most complete step-by-step guide ever written on becoming the next Steve Jobs

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Think you know everything about Steve Jobs? Think different.

There are hundreds of writings mentioning Steve Jobs' secrets, but there has been no major, final compendium . . . until now.

For this work, we did not interview Steve Jobs for years, nor his immediate family, nor the dozens of employees, nor vendors, nor family members. There was no need. There is enough information out there! The problem is that it is not ordered, and it is propagated everywhere. Yet, not a single document compiles all the secrets of Steve Jobs. So what we did was simple: we collected all we could on the issue (videos, blogs, books, articles; and, above all, the biography launched in late 2011 by Walter Isaacson, because it is the most complete document available). We analyzed it and organized it. We revealed, we obsessed, and we dreamed with him all night long, and in the end, we were certain that we had found all of the secrets. In the end, we found that there are 66 things that Jobs did that made him great.

Some Secrets you will learn reading this book:

- Do you know how many people Steve hired, personally conducting the job interviews? 11 secrets will help you understand the keys of human resources.
- Did you know you have to lose your inhibitions to be successful? 2 secrets will show you how to obtain fast decision-making from others, and we will share two incredible anecdotes from Jobs!
- Humanity's drive, for good or bad, has been wars: for liberty, territory, power . . . also for Jobs. 2 great secrets will show you how to use that drive in your favor.
- It is super rare for someone to be extremely creative and disciplined at the same time, another key for Jobs. 4 secrets will help you achieve it.
- The traditional way of controlling money limits success. 3 secrets will allow you to get rid of the financial mindset!

... and much more!... (about strategy, marketing, advertising, leadership, entrepreneurship...)

WHAT IS TIPIDIA?

We are sick and tired of infoxication. There is enough information regarding how to manage all the issues that exist in the world, but propagated by thousands of websites and printed materials (blogs, websites, magazines, newspapers, books, videos, etc.). Why create more new content?

So, one day, we decided to roll up our sleeves and take the first step, and this book is the first of many pieces of work on different subjects. But from now on, we want each piece of work to be written by dozens of people who are knowledgeable in the subject and who have come together to unveil the secrets of how to implement the chosen topics. At tipidia.com, we are creating the space to bring together all these people who want to share what they know and thereby develop a compilation of the secrets you need in order to accomplish a goal or perform a task in the best possible manner. Collective intelligence is the key.

Visit tipidia.com and learn how you can help the world and make money.

WHO WROTE THIS BOOK?

At Tipidia we advocate collective intelligence, but we had to start somewhere. So the first step was to get together Tipidia's collaborators and businessmen (from the marketing, advertising, innovation and finance fields), and we decided Tipidia's first project would be unveiling all the secrets of Steve Jobs. Why? Because, as entrepreneurs, we are his fans! And because so much has been written about him that his keys to success have gradually become less understood.

We know that we at Tipidia are not collective intelligence, but that does not matter. We had to start somewhere to be the spark that lights the fuse!

If thousands of us get together, we can rearrange all of the information that exists in relation to the thousands of issues that exist in the world and generate, for each issue, a simple compendium of secrets that people need to manage better than anyone. At the moment, we are few, and that is why we need you. Join us.
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