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[Inside Steve's Brain: Leander Kahney ... - amazon.ca](#)
Inside Steve's Brain cuts through the cult of personality that surrounds Jobs to unearth the secrets to his unbelievable results. So what's really inside Steve's brain? According to Leander Kahney, who has covered Jobs since the early 1990s, it's a fascinating bundle of contradictions. [Inside Steve's Brain: Leander Kahney: 9781591845515 ...](#)

Inside Steve's Brain is a book that pretends to construct the puzzle of Steve Jobs from a more psychological perspective based from Job's quotes on press and magazine articles to interviews found all over the web. The author does a great job into deconstructing Job's personality from the bits and pieces available at the time and gives the Apple fan more reasons to love the brand. However once [Inside Steve's Brain: Leander Kahney: 9781591841982 ...](#)

In Inside Steve's Brain, Kahney distills the principles that guide Jobs as he launches killer products, attracts fanatically loyal customers, and manages some of the world's most powerful brands. The result is this unique book about Steve Jobs that is part biography and part leadership guide, and impossible to put down.

[Inside Steve's Brain by Leander Kahney ...](#)

Leander Kahney, the bestselling author of Inside Steve's Brain, Jony Ive and Cult of Mac, has covered Apple for more than a dozen years. He is the former news editor of Wired.com, and now the editor of CultofMac.com.

[Inside Steve's Brain by Leander Kahney - Goodreads](#)

Inside Steve's Brain cuts through the cult of personality that surrounds Jobs to unearth the secrets to his unbelievable results. It reveals the real Steve Jobs not his heart or his famous temper, but his mind.

[Inside Steve's Brain by Leander Kahney \(2012-02-15 ...](#)

In this book, Kahney provides an extended tour inside Steve's brain. What is it like in there? Obviously, the Apple culture is an extension of Jobs's personality and style. To me, it resembles a minefield, a lush garden filled with beautiful flowers and plants, a fireworks display, a demolition derby, a six-year old's birthday party, a torture chamber, a vast green meadow, a shooting gallery.

[Inside Steve's Brain - Must Read Summaries](#)

The must-read summary of Leander Kahney's book: "Inside Steve's Brain: The Principles that Guide Steve Jobs as He Launches Killer Products, Attracts Fanatically Loyal Customers, and Manages Some of the World's Most Powerful Brands".

[Review: Leander Kahney's 'Inside Steve's Brain' -](#)

CNET

And now into the mix comes *Inside Steve's Brain*, by Wired News editor Leander Kahney, the latest attempt to distill the mysteries of Apple's enigmatic co-founder and CEO.

***Inside Steve's Brain*, by Leander Kahney**

In his new book, *Inside Steve's Brain*, Wired.com News Editor Leander Kahney interviewed dozens of Apple employees and experts to find out how Steve Jobs made Apple such a runaway success.