

Jobs' presentation

What is a good advisor?

1. - saper comunicare in maniera chiara e convincente le proprie idee
2. - non lasciarsi influenzare
3. - avere una visione d'insieme e sapere collaborare con tutti i reparti non solo con quello tecnico
4. - riuscire ad individuare i bisogni della popolazione capire quali tecnologie possono aiutare a colmare questi bisogni

1-

presentazioni molto curate che attirano le persone

Pubblicità dei suoi prodotti

From 1997 to 2011 he appeared 4 to 7 times a year to unveil new products during one of his trademark "keynotes"

He became one of the best showmen in the industry

Bud Tribble, Mac software engineer , said: " He can convince anyone of practically anything"

2-

"It's not the consumers job to know what they want".

(Jobs ha detto questa frase e intendeva che prima dell'uscita dell'apple nessuno ne aveva bisogno)

Export the Xerox graphics model to all computer to make them more user friendly

One of the most appreciated thing of LISA computers together with the mouse innovation

Smartphone i pod i pad

Button can't change while

3-

Non si è lasciato influenzare dall'opinione pubblica sulla salvabilità della propria azienda.

Quando tutti dicevano che gli smartphone erano inutili lui ha perseverato nella sua idea ed è andato avanti

nonostante tutti i dipendenti pensassero fosse un suicidio, Jobs ha ridotto l'offerta della Apple a quattro computer

E per l'essere convincente possiamo dire che è stato lui a trovare i primi finanziatori (un commerciante che ha comprato i primi 50 Apple i e quello che non ricordo come si chiama ma che ha due k nel nome)

Poi sia Lisa che il macintosh dal punto di vista commerciale erano stati un po' una delusione ma lui non si è lasciato influenzare dal fallimento e ha continuato a portare avanti le stesse idee

Idea tablet microsoft pennino-> intuizione formidabile era che le pennine si perdono mentre le dita no.

esatto, possiamo convincerli che dal punto di vista commerciale alcuni prodotti non hanno venduto molto, ma dal punto delle idee ci ha sempre visto giusto, che si collega sul fatto di

essere un advisor in cui, si sa, gli investimenti non sono sempre legati ad un profitto economico ma servono a migliorare, fare ricerca innovare...

4-

Unendo sw e hw ottiene un sacco di vantaggi

Ispirazione zen giapponese lo portava a tenere l'essenziale e ogni cosa aveva uno scopo e anche che ha avuto una visione di insieme così ampia che dedicava estrema attenzione a tutti i livelli di [non mi viene il termine], dal design della confezione, a quello del "corpo principale", a quello delle periferiche, dettagli aggiuntivi, al sistema operativo

Alan key- people who are really serious about software should make their own hardware

forse ci torna utile anche il fatto che fosse un maniaco del controllo: volendo controllare tutto doveva conoscere tutto e quindi avere una buona visione di insieme

mi è venuto in mente non so se lo avete messo dello Skeuomorph (skeuomorfismo in italiano) cioè nel design delle icone/interfacce che assomigliano a qualcosa di noto e familiare al fine di semplificare l'interazione (esempio l'applicazione libri che si apre facendoti vedere i libri come se messi in una libreria o quando scatti una foto l'applicazione simula un otturatore..)

SPEECH

Good afternoon everyone! I'm here to introduce the figure of Steve Jobs as a complete and excellent advisor.

First of all, it is necessary to define: what is a good advisor?

For us he should have these kinds of qualities.

A great communication skill is really important, in particular he should be able to explain and communicate in a very clear and simple way his ideas to the others.

In doing this, we all agree that Jobs has an innate talent. We highlight all the presentations he made during his career which were really well made, precise and clear. From 1997 to 2011 he appeared 4 to 7 times a year to unveil new products during one of his trademark "keynotes" and public was always enthusiastic. Moreover he is considered one of the best showmen in the industry.

The second main skill is to be able to find the people's needs and to create a technology which helps to satisfy that needs. In fact as Jobs used to say: "It's not the consumers' job to know what they want".

For example, to make computers more accessible to the mass, he took the Xerox' graphic model and introduced some innovation, like drop down menu, he applied it to his Lisa Mac. In addition, it introduced the mouse as a key component for using the computer.

Hello everybody, today we will introduce who for us is the right man to cover the role of advisor of the European Council's president in the setting of the Horizon 2020's project.

First of all, the advisor has to be a good communicator, because he has to be able to express his ideas in a clear, convincing, and concise way to a not specialized public, such as to the president of the European council or just to the council.

A good communicator has to be able to enlighten the details and make well- finished and engaging presentations, and being used to approaching with the public and persuade it of his ideas. Like in this video:

[spezzone]

Moreover a good advisor cannot be driven by the public opinion only otherwise he won't ever conceive an impartial and enterprising vision of the future. This behavior reveals itself in not conforming to standards already submitted, but in **thinking out-of-the-box** and in not being afraid of proposing big changes.

[spezzone di video di steve che presenta il pennino]

But all of that isn't enough yet. The project is extended crossways to different areas of work and it wagers to get to a pervasive innovation in research and marketing settings.

For these reasons, a more suited advisor is someone who had showed to have an global view that involved every aspect of technology, from the planning phase, the designing one, to the marketing campain.

But still a wide vision isn't still enough. It's required to understand **people's needs** , in particular the ones that the population doesn't know to have, because in them there are the best opportunities of innovations to improve the all-day life's style.

[spezzone di video di steve che presenta non-tastiera]

It's necessary being able to understand which technology can be used or improved to satisfy these needs. Be aware and informed about the technologies that already exist and use it in order to save money and stuff.

[spezzone di video di steve che propone OS X come sistema operativo dell'Iphone]

Last but not least, a good advisor must be a single person, and the only person with all these qualities can't be anyone but Steve Jobs

but who is jobs? and why him?

well he is one of the most famous self-made man of the last decades

he was born in San Francisco in 1955 and was adopted by a lutheran family.

In 1972 he graduated at Homestead of Cupertino and then he enroll at the Reed College in Portland but after only a semester then he dropped out. But still he kept attending some courses among which a calligraphy one.

In 1976 he and his fellow Wozniak decided, together with Wayne, to found a society, Apple.

Together they designed and built the first prototype called apple I, followed by apple II, with an ever increasing success, making Apple a leader in the field.

But the real innovation introduced by jobs come with the Apple LISA and machintosh. in them we can see an innovative design, a huge attention to details and a new GUI which made the computers more user-friendly.

Unfortunately the market can't stand the price and so they didn't have much success. For this reason some incomprehension and difference in vision arose, these tensions lead to the leaving of jobs from apple.

He took this as an opportunity of growth in other fields. He founded a new company called NeXt which like a joke of destiny would be bought by Apple for more than 400 millions. Widening his vision he bought also the graphic group from LucasFilm, which he called Pixar and made a sector leader that he eventually sold for more than 7 billion dollars.

During his absence, Apple experienced a total decline, with several bad business and bad innovation decision. In order to save the company from the imminent bankrupt, Steve Jobs' NeXT computer was acquired, and Jobs was hired as an advisor and later as an ad-interim CEO. By cutting off unprofitable and non-innovative projects and concentrating the limited foundings in valuable and revolutionary projects, he eventually managed to make Apple great again.

Finally in 2001 comes the real revolution with the i pod, iphone and mac.

With these devices Jobs demonstrated again how a good idea and a good project can affect people's everyday life. He was able to find the most hidden needs of people, like having a single object to achieve email, internet and music features. And was able to operate in synergy with already-existing technology, infrastructures and companies like collaborating with HP or the biggest music firms.

Testo aggiornato

Hello everybody, today we will introduce you to who for us is the right man to cover the role of advisor of the European Council's president for the Horizon 2020's project.

Let's start with outlining what a good advisor has to be like.

First of all, a good communicator, because he needs to be able to express his ideas in a clear, convincing, and concise way to a not specialized public, such as to the president of the European council, or even just the council itself.

A good communicator has to be able to enlighten the details and make well- finished and engaging presentations, and be used to interact with the public and persuade it to follow his ideas. Like in this video:

[spezzone 3 in 1]

Moreover, a good advisor cannot be driven solely by the public opinion, otherwise he won't ever conceive an impartial and enterprising vision of the future. This behavior shows itself by not conforming to standards already existing, instead thinking out-of-the-box and not being afraid of proposing big changes.

[spezzone di video di steve che presenta il pennino]

But all of that isn't enough yet. The project extends crossways to different fields of matters, and it wagers to pervade innovation in all research and marketing settings.

For these reasons, a well suited advisor is someone who had showed to posses a global view that involves every aspect of technology, from the planning phase, through the designing one, till the marketing campaign.

But yet still, a wide vision is again not enough. He needs to understand people's needs, in particular the ones that the population doesn't know to have, because in them are the best opportunities of innovations to improve the all-day life's style.

[spezzone di video di steve che presenta non-tastiera]

He also needs to be able to understand which technology can be used or improved to satisfy these needs.

[spezzone di video di steve che propone OS X come sistema operativo dell'iphone]

Last but not least, only one person can be appointed advisor, but we're in luck, as someone possesses all these qualities, and that person is no one else but Steve Jobs.

but who is jobs? and why him?

well he is one of the most famous self-made man of the last decades

he was born in San Francisco in 1955 and was adopted by a lutheran family.

In 1972 he graduated at Homestead of Cupertino and then he enrolled at the Reed College in Portland, but after only a semester he dropped out, so to not waste the family funds. Still, he kept attending some courses, among which a calligraphy one.

In 1976 he and his fellow Wozniak decided, together with Wayne, to found a society, Apple.

In it, they designed and built their first prototype called apple I, soon followed by apple II, with an ever increasing success, making Apple a leader in the field.

But the real innovation introduced by jobs came with the Apple LISA and macintosh. in them we can see an innovative design, a huge attention to details and a new GUI which made computers more user-friendly.

Unfortunately the market couldn't sustain a product with such a price, and so the success was limited. For this reason some incomprehension and difference in vision arose, these tensions lead to jobs leaving apple.

He took this as an opportunity to growth in other fields. He founded a new company called NeXt, which, irony of fate, would be later bought by Apple for more than 400 millions. Widening his vision he also bought the graphics group from LucasFilm, which he renamed Pixar, and went on to make a leader in the sector, that he eventually sold for more than 7 billion dollars.

During his absence, Apple experienced a total decline, with several bad business and innovation decision. In order to save the company from the imminent bankrupt, Steve Jobs' NeXT computer was acquired, and Jobs appointed as an advisor, later as an ad-interim CEO. By cutting off unprofitable and non-innovative projects and concentrating the limited foundings in valuable and revolutionary projects, he eventually managed to make Apple great again.

Finally in 2001 and onwards, came the real revolutions, with products like the ipod, then iphone and mac.

With these devices Jobs demonstrated again how a good idea and a good project can affect people's everyday life. He was able to find the most hidden needs of the people, like having a single object being able to send email, browse the internet and play music. And he was able to operate in synergy with already-existing technology, infrastructures and companies too, like collaborating with HP or the biggest music firms.

Bill Gates

Personality:

- Pros: Has a great relationship with his family (with his wife he founded a charity company) and has two daughter
- He's very religious (not really a pro)
- Very intelligent , logical and critical
- He works smart (works less but get the results anyway)

I don't think that this point is weak, i mean , speaking of personality Gates is a "good Guy" as much as Jobs and probably even better. Gates had no bad personality traits i can find.

- Cons:
He got ticket due to speeding.

Business decision

- Pro:
 - Is shareholder of John Deere & Co tractor producer and stakeholder of the Canadian Railway Society
 - He developed a Huge company

- Cons:
 - European Union (EU) against Microsoft for abuse of its dominant position in the market . a Lawsuit in which e lost.
 - Many of the software he developed were actually a rip-off (or let's say at least a copy) of other company
 - We can rely in the terms of closed software that Microsoft is even worse, if you want to buy a generic computer is hard if not impossible to find one without windows already installed thus leading to more cost.

Innovation Factor

Ms Office?

Attack point:

- Microsoft wasn't the leader in technology innovation, it adapts already existing software and copied a lot from the competitors. He surely bring what he produced to more people, being Windows adopted by more people, but without the others (apple included) innovating microsoft hasn't contributed much. Former Sun Microsystems chief Scott McNealy occasionally said that Microsoft never produced technology except by buying it: "R&D [research and development] and M&A [mergers and acquisitions] are the same thing over there."
- (direi di togliere le parti tra[] per renderlo + corto e meno autoelogiativo)Jobs said:"Sometimes I feel like a great chef who [has devoted his entire life to monastic] study of the art of cooking. I've gathered the finest ingredients, built the most advanced kitchen and prepared the most exquisite meal. [So perfect, so delicious, so extraordinary]. More astounding than any meal ever created. Yet each day I stand in my window and watch 97% of the world walk past my restaurant into the McDonald's across the street" . What he meant was that anyone like hamburgers: they're good, cheap, fast and meet the needs of most of the people. But, they aren't an original idea , they put no much culture into the product. A fine restaurant is way better, it cost more and you can't go everyday sure, but that doesn't mean that is better than a fast food restaurant.

Ethical stance:

- pro:
In 2005, he was bestowed with an honorary knighthood by Queen Elizabeth 2 for his persistent contribution to the UK

- Cons: we can say that if we only count the money, for sure, bill gates is the winner although Jobs is not a man who spent his time building homes or custom yachts or who otherwise obsessed with how to spend his billions on himself. Jobs, also, had a long history of private donations; but if we consider the products they created then we can reconsider Steve jobs. Lot's of his ideas helped the world: itunes contributed to reduce music-piracy and reduce the plastic production of CDs, Pixar is one of the biggest animation studio.

- attack:
In terms of money bill gates won but we are not very sure that all his money went to good causes, for example in 2007, the Los Angeles Times criticized the foundation for investing its assets in companies that have been accused of worsening poverty, polluting heavily, and pharmaceutical companies that do not sell to the developing world.
And we think that in term of time, organizing all the donation is not an easy job, thus portion of time, that could be used to work better as an advisor, would be used by Bill to manage his donation.
(not sure if we can say the following, it can be seen as a little paraculo) Then we cannot be sure if all the donation he makes are only a tool to make him look like a people who care.

While Microsoft's permanent workers enjoy some of the best corporate treatment, a large part of Microsoft's labor pool exists outside this privileged class. This includes the use of permatemp employees (employees employed for years as "temporary," and therefore without medical benefits), use of forced retention tactics, where departing employees would be used to prevent departure, as well as more traditional cost-saving measures, ranging from cutting medical benefits, to not providing towels in company locker rooms.

Historically, Microsoft has also been accused of overworking employees, in many cases, leading to burnout within just a few years of joining the company. The company is often referred to as a "Velvet Sweatshop", a term which originated in a 1989 Seattle Times article, and later became used to describe the company by some of Microsoft's own employees. This characterization is derived from the perception that Microsoft provides nearly everything for its employees in a convenient place, but in turn overworks them to a point where it would be bad for their (possibly long-term) health. For example, the kitchenettes have free beverages and many buildings include exercise rooms and showers. However, the company has been accused of attempting to keep employees at the company for unreasonably long hours and working them too much. This is detailed in several books about Microsoft, including Hard Drive: Bill Gates and the Making of the Microsoft Empire.

Aesthetic

- pro:
- Cons:
Very few Google results on “Bill Gates” and “Aesthetics”, and those few talk about how bad of a presentation he makes in Microsoft announcements in the aesthetics aspect.

- He got ticket due to speeding.
- "Goofy", not suited for highly critical jobs.
- lost a Lawsuit
- his software were rip-off
- De-facto closed software, windows has monopoly in pre sold computers, no choice
- "Parasite" of other companies innovations. r&d department description by Sun guy
- Restaurant vs mcdonalds comparison
- Gates does charity in the easy way, with money, Jobs does it the creative way, improving humanity conditions
- Donations to dubious causes
- Wasted time on organizing donations instead of better way of helping people through managing his company
- Employees with low or absent medical care
- Too long work hours
- Very few Google results on "Bill Gates" and "Aesthetics", and those few talk about how bad of a presentation he makes in Microsoft announcements in the aesthetics aspect.
- Foundation power surpasses democratic process in less developed countries.
- Gates meddling with the US educational system lead to some significant failures, with his foundation withdrawing without paying.