

# Will it be easy to keep the Steve Jobs legacy thriving?

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From iMacs, to iPods, Pixar animation, iPads and iPhones, not to mention the thinnest desktop computers in the world, you may know or not know the genius behind all of this.

The late Steve Jobs was the person who had the determination and perseverance to change our world in a way no one else could have done.

It all started in the garage of Jobs's parents house in San Francisco, California, with a partner, Steve Wozniak.

On July 24, 1984, they released the first Mac, with the help of an investor named Mike Markkula.

It was Markkula who invested \$250,000 in their business and assured them their company would

be in the 'Fortune 500' in less than two years.

The first Mac was introduced with a price tag of \$2,494, but by the time the first Apple computers were being sold, the second Apple computer model was already being created.

They knew that this computer would be a breakthrough and they were right.

The Apple 2 changed personal computing and was revolutionary around the world.

The company started to grow very fast and after four years when Jobs was only 25 years old, he was worth more than \$200 million.



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Over the years, new products like iPods, laptops and iPads emerged, making Apple even more successful.

The iPod was the biggest breakthrough, though, because of its

amazing size, looks, simplicity and, of course, its portability.

It is easy for people of all ages to use and they kept remodeling it, changing the design and always making the next edition better than the one before.

Today in my art class, I took an unscientific survey and I asked my peers whether or not they had an Apple product with them at the moment, either an iPod or an iPhone... it didn't make a difference.

It turned out to be that 20 out of 24 students had an

Apple product right there with them.

It is said that our generation is the most technologically savvy generation.

Yet I know many two-year-olds who know just as much as I do about iPads and iPods.

These young children know how to turn it on, run apps and play games already.

So it just goes to show that Steve Jobs and Steve Wozniak have changed our world in many ways and they have already changed generations to come.

Today, Apple is worth hundreds of billions of dollars and the company has accomplished many astonishing things.

It has made technology easy to use, exciting and beautiful.

However, will the company be able to live on without Steve Jobs? Or will all the amazing young technological minds in Cupertino continue to interpret and create even more amazing technological innovations, and keep the Steve Jobs legacy alive?

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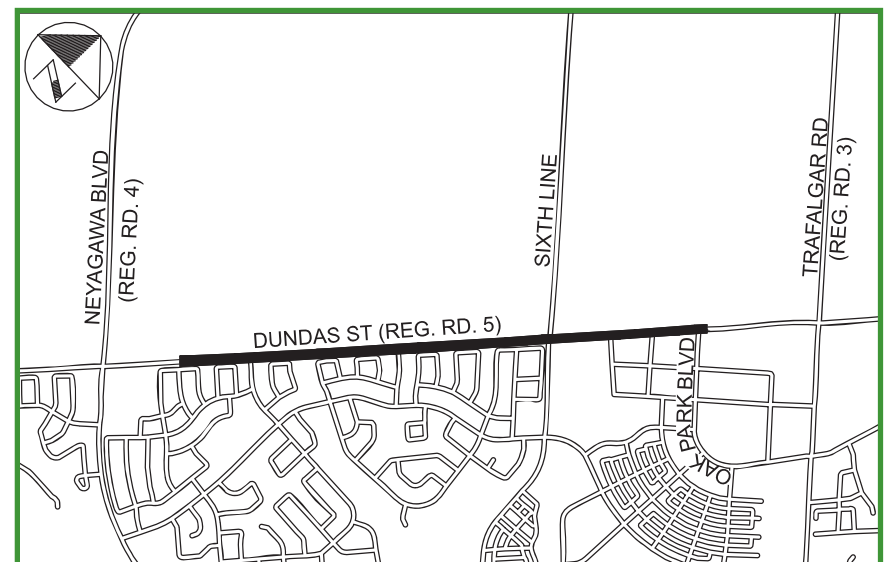
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Scheduled Start Date:  
Scheduled Completion Date:  
Project Manager:

S-2747-11  
October 2011  
June 2012  
Brenda Kingsmill  
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