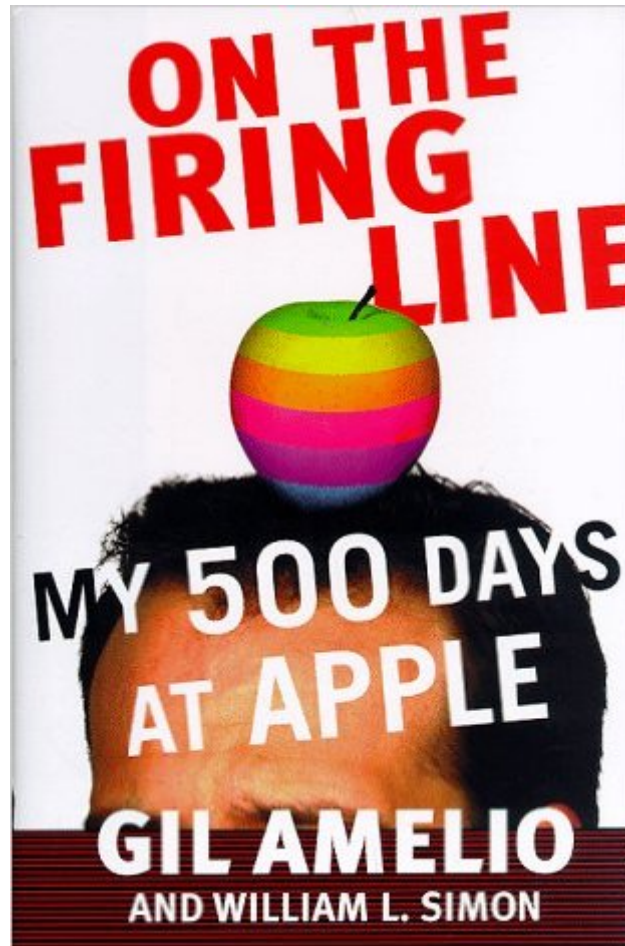


The book was found

On The Firing Line: My 500 Days At Apple



Synopsis

On the Firing Line: My 500 Days at Apple is Gil Amelio's gripping and fast-paced recollection of what happened during his seventeen months as the CEO of Apple. This is the revealing story of how a proven high-technology turnaround artist took on the biggest challenge of his career and perhaps his life. At once a frank revelation of the inner workings of Apple and a cautionary tale of business in today's changing marketplace, On the Firing Line is a must-read for Apple devotees and anyone interested in the politics of today's digital economy. --This text refers to an out of print or unavailable edition of this title.

Book Information

Hardcover: 298 pages

Publisher: Harperbusiness; 1st edition (April 8, 1998)

Language: English

ISBN-10: 0887309186

ISBN-13: 978-0887309182

Product Dimensions: 1.2 x 6.8 x 10 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 3.6 out of 5 stars [See all reviews](#) (43 customer reviews)

Best Sellers Rank: #503,547 in Books (See Top 100 in Books) #64 in [Books > Computers & Technology > Hardware & DIY > Maintenance, Repair & Upgrading](#) #103 in [Books > Biographies & Memoirs > Professionals & Academics > Computers & Technology](#) #340 in [Books > Computers & Technology > History & Culture](#)

Customer Reviews

On the plus side, there is a lot of unintentional comedy in this book. Gil is very impressed with himself, as this from page 1 will show: "Apple seemed a natural, considering my background as a Ph.D. technologist with a number of patents and my reputation as a business leader who had established a notable record for transforming ailing companies." Whether this confidence was justified can be discerned in many places in the book, but I will always treasure this one from page 187: "Solaris, on the other hand, is based on a programming language called Unix..." For those not technical enough to be in on the joke, Unix is an operating system, not a programming language. While your average man-on-the-street might make this mistake, for a computer company CEO to make it is pretty funny/pathetic. For those more into human emotion than technical humor, here is a lot of spite in here, mostly directed at Steve Jobs, as shown by this from page 269: "The success I was creating

threatened to get in the way of his plans. Betrayal, assassination, trashing of reputations are all part of the everyday tool kit of a person obsessed with power, control, or revenge."Even as I type this I confess that I cannot even begin to imagine what success Gil is referring to: the billion dollar losses? the massive layoffs? the plunging sales?As a bonus, the book has some fascinating contradictions. Take this from page 273, regarding the deal with Microsoft:"Eager for a dramatic move, he [Steve] called Bill Gates and gave him the deal I wouldn't, handing over everything...But he failed to get the one essential element...Instead he settled for cash, a sum Microsoft could write a check for without blinking.

[Download to continue reading...](#)

On the Firing Line: My 500 Days at Apple Quarterly Essay 62: Firing Line: Australia and the Path to War Linux: Linux Command Line - A Complete Introduction To The Linux Operating System And Command Line (With Pics) (Unix, Linux kernel, Linux command line, ... CSS, C++, Java, PHP, Excel, code) (Volume 1) 500 Cupcakes: The Only Cupcake Compendium You'll Ever Need (New Edition) (500 Series Cookbooks) (500 Cooking (Sellers)) 500 Tapas: The Only Tapas Compendium You'll Ever Need (500 Series Cookbooks) (500 Cooking (Sellers)) 500 Worksheets - Comparing Numbers of 1 Digits: Math Practice Workbook (500 Days Math Number Comparison Series) 500 Worksheets - Identifying Places with 2 Digit Numbers: Math Practice Workbook (500 Days Math Identify Place Series 1) Coconut Oil and Apple Cider Vinegar Handbook: Use Coconut Oil and Apple Cider Vinegar for Healing, Curing, Beauty, and Glowing Radiant Skin PASSIVE INCOME :MUTUAL FUND (Book #3): Make Your Money Work for you by Mutual Fund (passive income in 90 days,passive income top 7 ways to make \$500-\$10k a month in 70 days) (MONEY IS POWER) Smoke Firing: Contemporary Artists and Approaches Low-firing and Burnishing Steam Locomotive Driver's Manual: The step-by-step guide to preparing, firing and driving a steam locomotive The Complete Guide to High-Fire Glazes: Glazing & Firing at Cone 10 (A Lark Ceramics Book) Alternative Kilns & Firing Techniques: Raku * Saggar * Pit * Barrel (A Lark Ceramics Book) Clothing Line Start-Up Secrets: How to Start and Grow a Successful Clothing Line T-shirt Black Book - The Ultimate How To Guide to Starting A Successful Clothing Line: The essential guide for startup brands wanting to create a successful clothing line. Term Sheets & Valuations - A Line by Line Look at the Intricacies of Term Sheets & Valuations (Bigwig Briefs) Term Sheets & Valuations: A Line by Line Look at the Intricacies of Term Sheets & Valuations (Bigwig Briefs) LINE OF CREDIT: Line Of Credit Secrets Revealed For Your Business, Equity And Taxes 500 Ice Creams, Sorbets & Gelatos: The Only Ice Cream Compendium You'll Ever Need (500 Cooking (Sellers))

[Dmca](#)