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Review

The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success

Carmine Gallo. New York: McGraw-Hill, 2010. 256 pp. ISBN: 978-0-07174-875-9. \$25.00.

Reviewed by Charles T. Dabkowski Head of Acquistions and Periodicals Niagara University Library Niagara University, NY

He was one of the richest men in the world, a noted philanthropist, and the hero of a new comic book. What more could a person want? Steve Jobs, the co-founder of Apple, is the man who has put a small "i" in front of many items and forms of communication. And he has put the capital "I" in the word "innovation."

Carmine Gallo's study of the ideas that made Jobs one of the leaders in global business and culture focuses on the creative process we have come to call innovation, a word we often confuse with invention. He cites many modern success stories, from Rachael Ray to John Dyson, to show how others have used a similar non-traditional path to success.

Most people are familiar with the quotation by Nobel laureate Linus Pauling that "the best way to have a good idea is to have lots of ideas." This common sense but deceptively simple approach is behind much of Steve Jobs' success. The hard part of this approach is, of course, to distill these down to the best ones.

The author offers "Seven Principles" that are not really as grandiose as they first seem and pretty much can be boiled down to being open-minded, user-oriented and purpose-driven:

- 1. Do What You Love.
- 2. Put a Dent in the Universe.
- 3. Kick-start Your Brain.
- 4. Sell Dreams, not Products.
- 5. Say No to 1,000 Things.
- 6. Create Insanely Great Experiences.
- 7. Master the Message.

Since simplicity in design and ease of use are hallmarks of the Apple line and philosophy, the author could have probably simplified these statements by following the Steve Jobs example by boiling them down to the "Think Different" advertising slogan.

This book is tremendously entertaining and offers many insights into the creative process of many modern entrepreneurs, but the reader should not expect a book about Steve Jobs. There is a disclaimer on the jacket stating that the book is neither written by nor authorized by him.

These days, it often seems impossible to keep up with technological advances in the use and dissemination of information. It is also a time when the funds for these technologies have become less and less available. Librarians need to be open to different ways to operate and to not be averse to new ideas—wherever we find them. Books on creative and innovative management, such as *The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success,* are ideal for any librarian who is helping to re-invent a great profession.

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