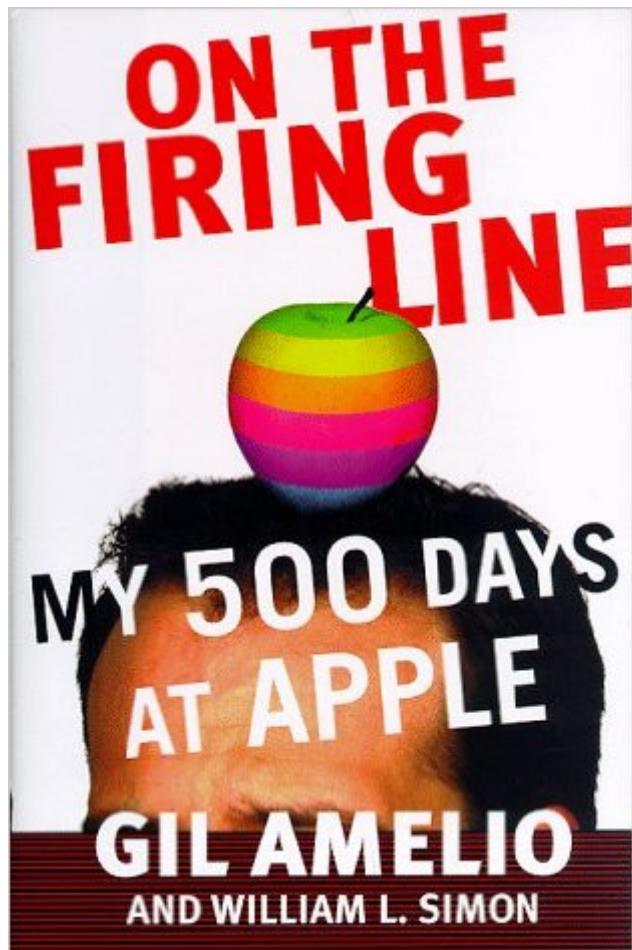


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On The Firing Line: My 500 Days At Apple



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

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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.

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