Advanced Search in Business Source Premier

Joseph Mercuri
Robert Van Houten Library
Business Source Premier

- business research database
- full text for more than 2,300 journals
- company profiles
- industry reports
- SWOT analysis
Sample Search

*Use Business Source Premiere to find information on leadership skills of Steve Jobs*
Click on **Databases: A to Z**
Library Databases - A to Z

Due to licensing restrictions, remote access / off-campus access to some of the library's electronic resources is limited to current students, faculty and staff of New Jersey Institute of Technology.

Titles

A B C D E F G H I J K L M N O P R S T U W

Academic Search Premier
Coverage: 1970- Present
Funded by: NJ State Library through 6/30/2011

This multi-disciplinary database provides full text for more than 8,500 journals, including over 5,600 peer-reviewed titles. PDF backfiles to 1975 or further are available for well over 100 journals, and searchable cited references are provided for more than 1,000 titles.

Subjects: Biological Sciences, Business and Management, Engineering Technology, General Humanities, Industrial and Manufacturing Engineering, Information Science and Systems, Mathematics and Sciences

ACM Digital Library
Coverage: 1991- Present
Funded by: NJIT Library
Description: Access to all ACM (Association for Computing Machinery) Publications including journals, magazines, and proceedings.
Scroll down page and select **Business Source Premier**
1. Enter **steve jobs** in top search box.

2. In the second box, enter **leadership**; make sure pull-down box next to it is set to **SU Subject Terms**.
Choose an article from the listing.
Click on PDF Full-Text to access article.

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The Real Leadership Lessons of Steve Jobs. (cover story)

Authors: Isaacson, Walter

Source: Harvard Business Review; Apr2012, Vol. 90 Issue 4, p92-102. 10p, 1 Color Photograph

Document Type: Article

Subject Terms: *LEADERSHIP
*HOUSEHOLD electronics industry
*INNOVATIONS in business
*INNOVATION management
*INDUSTRIAL engineering
*CREATIVE ability in business

Company/Entity: APPLE Inc. Ticker : AAPL

NAICS/Industry Codes: 423520 Electrical and Electronic Appliance, Television, and Radio Set Merchant Wholesalers

People: JOBS, Steven, 1955-2011

Abstract: The author, whose biography of Steve Jobs was an instant best seller after the Apple CEO’s death in October 2011, sets out here to correct what he perceives as an undue fixation by many commentators on the rough edges of Jobs's personality. That personality was integral to his way of doing business, Isaacson writes, but the real lessons from Steve Jobs come from what he actually accomplished. He built the world’s most valuable company, and along the way he helped to transform a number of industries: personal computing, animated movies, music, phones, tablet computing, retail stores, and digital publishing. In this essay Isaacson describes the 14 imperatives behind Jobs’s approach: focus; simplify; take responsibility to end; when behind, leapfrog; put products before profits; don’t be slave to focus groups; bend reality; impute; push for perfection; know both the big picture and the details; tolerate only “A” players; engage face-to-face; combine the humanities with the sciences; and “stay hungry, stay foolish.” [ABSTRACT FROM AUTHOR]
The Real Leadership Lessons of Steve Jobs

Six months after Jobs’s death, the author of his best-selling biography identifies the practices that every CEO can try to emulate.

by Walter Isaacson
For Further Help

• Contact Joseph Mercuri
  - Robert Van Houten Library
  - jmercuri@njit.edu
  - 973-596-8498
  - Reference desk at 973-596-3210