

# Jony Ive

*author: Leander Kahney*

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## Synopsis

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The bestselling author of *Inside Steve's Brain* profiles Apple's legendary chief designer, Jonathan Ive. Jony Ive's designs have not only made Apple one of the most valuable companies in the world; they've overturned entire industries, from music and mobile phones to PCs and tablets. But for someone who has changed the world as much as he has, little is widely known about Apple's senior vice president of industrial design. Unlike his former boss and creative partner Steve Jobs, Ive shuns the spotlight. Naturally shy and soft-spoken, he lets his work speak for itself and concerns himself only with his craft. In the first book to focus on Ive, Leander Kahney offers a rigorous and systematic examination of a remarkably creative career and provides insight into the principles underlying Ive's success. Having covered Apple as an editor since the 1990s and interviewed Ive on numerous occasions, Kahney offers a unique perspective on how this man designs killer products that attract fanatically loyal customers.

## Reader's comments

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