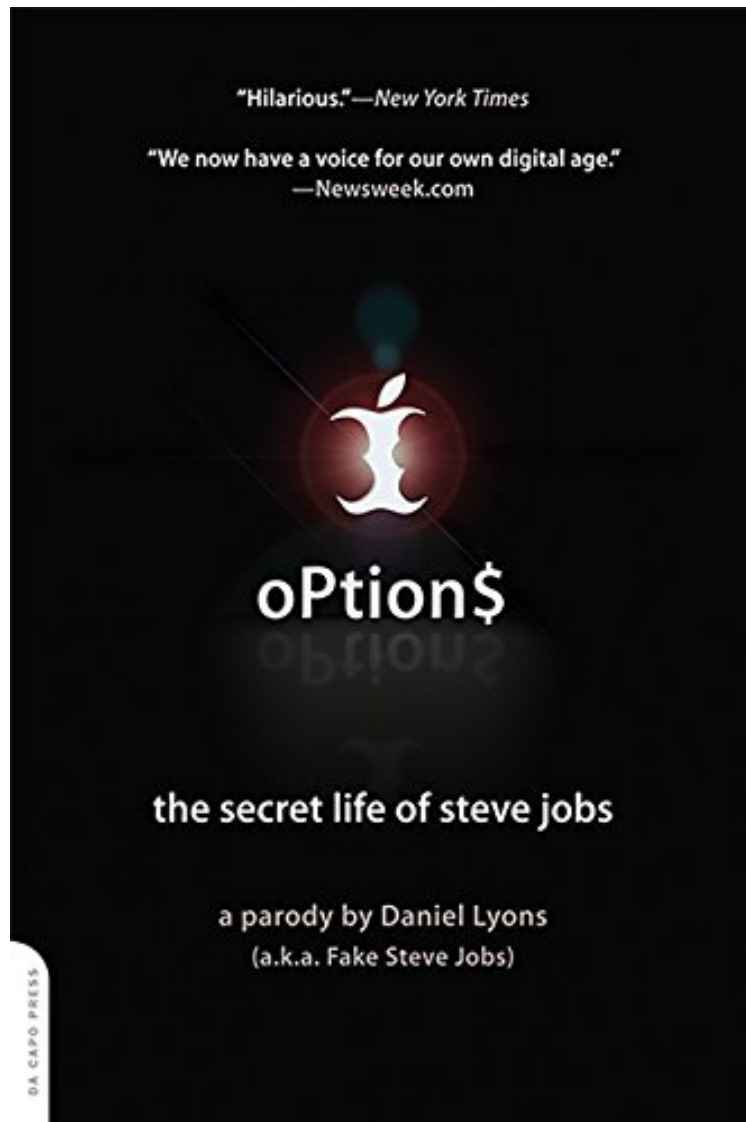


## Options: The Secret Life of Steve Jobs

*Daniel Lyons*

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**Daniel Lyons : Options: The Secret Life of Steve Jobs** before purchasing it in order to gage whether or not it would be worth my time, and all praised Options: The Secret Life of Steve Jobs:

1 of 1 people found the following review helpful. Hilarious!By Jay VersluisI bought this book after reading the author's Fake Steve blog on a bus in London one night. I could not stop laughing for the whole journey - it was embarrassing! The book is written in the same style, with a story arch - and it's just as funny as the blog. It made me laugh just as much!Prior knowledge of the participants at Apple (2005 - 2012) is needed to fully enjoy the book. If you've finished Walter Isaacson's Steve Jobs biography and you want another take on it, read this book.0 of 0 people

found the following review helpful. Laugh Out LoudBy Toni RapThis story had me laughing out loud. I was assigned to read this book for a college course years ago, and to this day it still one of my favorites. Its written as if its like Steve's diary, running into a cast of characters such as Bono. Its captivating and hilarious. I would reccomend this to any Steve Jobs or Apple producer lover.0 of 0 people found the following review helpful. Absolutely HilariousBy JonThis was a terrific book. I read it on my lunch hour at work everyday over the past month and would always find myself laughing at something in it. I would recommend this book to any Apple fan or anybody who knows a little bit about Apple. The book is excellent at making fun of the Apple and PC culture, and it does so in a fun way. It's a really good parody of Steve Jobs from front cover to back cover. If you have ever found yourself reading Daniel Lyons fake Steve Jobs blog (which is hilarious) I would recommend you buy this book.

Welcome to the mind—to the world—of Fake Steve Jobs. Fake Steve the counterintuitive management guru: “Obviously we can’t literally put our employees’ lives at risk. But we have to make them feel that way.” Fake Steve the celebrity hobnobber: “I like Bono. He’s the only person I know who’s more self-absorbed than I am.” Options is the book that had the critics howling—with laughter: “A voice for our own digital age....Mac-slappingly funny.”—Newsweek.com “Hilarious.”—New York Times “There’s a laugh-out-loud moment on nearly each one of the book’s pages.”—Wall Street Journal “Wickedly funny.”—San Francisco Chronicle

From Publishers WeeklyIn this tedious parody of the life of Apple founder Steve Jobs, the pseudonymous Fake Steve Jobs (identified in the New York Times this month as Forbes senior editor Daniel Lyons) offers a gleeful sendup of the real Steve Jobs set amid the recent stock options backdating scandal. Throughout, the fake Steve pontificates on everything from his superior management skills (only promote stupid people) to his role in the development of the iPhone (it involves a lot of non-thinking meditation), and is portrayed as a cold, callow narcissist. Blissfully unaware of the legal firestorm raging around him, a mathlexic Fake Steve goes about his daily business, balancing meditation with the firing of employees while the Apple board of directors scrambles to avoid prison time and find a scapegoat. As the fictitious Apple corporation implodes, Fake Steve must decide whether to jump ship or stand by the company. Tech industry watchers who know (or know of) the players will get a kick out of seeing them skewered, but readers who aren't already tuned in to the Silicon Valley technocracy may not quite get it. Fake Steve doesn't really evolve as a character, but as a grotesque caricature, he's fun to watch. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Augusta Metro Spirit, 08/13/08 “The most beautiful incarnation of identity theft to date...A hilarious joyride through the headaches and hassles of the super-rich...Lyons has elevated parody to an unforeseen source of humor and joy, and in so doing, he offers a fascinating critique on modern society...Provides all the entertainment a reader could ask for...The perfect hilarity to open the fall season.” New York Times Book , 9/14/08 “[A] funny novel.” Blogcritics.org, 11/13/08 “A really funny and interesting book...written in a very satirical manner...The life of [Steve] Jobs, his family and friends is so surreal, so larger then life you can’t help but be amused and interested...A thoroughly enjoyable book and a definite page turner...I highly recommend this novel to anyone with not only an interest in Steve Jobs and the Apple culture, but also anyone who enjoys interesting characters and an entertaining story.” SRQ, 1/09 “It will make you laugh...[Lyons] has made it his business to nail the Apple guru’s every character tic...[An] imaginative novel.”Mac Life, June 2010 “Wildly outrageous and highly entertaining.”