Tim Cook

The Genius Who Took Apple to the Next Leve

Leander Kahney

Portfolio/Penguin

Contents

Introduction: Killing It ix

Chapter 1: The Death of Steve Jobs 1

Chapter 2: A Worldview Shaped by the Deep South 17

Chapter 3: Learning the Trade at Big Blue 37

Chapter 4: A Once-in-a-Lifetime Opportunity to Join a Near-Bankrupt Company 55

Chapter 5: Saving Apple Through Outsourcing 73

Chapter 6: Stepping into Steve Jobs's Shoes 87

Chapter 7: Finding His Feet with Hot New Products 115

Chapter 8: A Greener Apple 141

Chapter 9: Cook Fights the Law, and Wins 163

Chapter 10: Doubling Down on Diversity 185

Chapter 11: Robot Cars and the Future of Apple 211

Chapter 12: Apple's Best CEO? 229

Acknowledgments 239

Notes 241

Index 289