



## Haunted Empire: Apple After Steve Jobs

By Yukari Iwatani Kane

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Former *Wall Street Journal* technology reporter Yukari Iwatani Kane delves deep inside Apple in the two years since Steve Jobs's death, revealing the tensions and challenges CEO Tim Cook and his team face as they try to sustain Jobs's vision and keep the company moving forward.

Steve Jobs's death raised one of the most pressing questions in the tech and business worlds: Could Apple stay great without its iconic leader? Many inside the company were eager to prove that Apple could be just as innovative as it had been under Jobs. Others were painfully aware of the immense challenge ahead. As its business has become more complex and global, Apple has come under intense scrutiny, much of it critical. Maintaining market leadership has become crucial as it tries to conquer new frontiers and satisfy the public's insatiable appetite for "insanely great" products.

Based on over two hundred interviews with current and former executives, business partners, Apple watchers and others, *Haunted Empire* is an illuminating portrait of Apple today that offers clues to its future. With nuanced insights and colorful details that only a seasoned journalist could glean, Kane goes beyond the myths and headlines. She explores Tim Cook's leadership and its impact on Jobs's loyal lieutenants, new product development, and Apple's relationships with Wall Street, the government, tech rivals, suppliers, the media, and consumers.

Hard-hitting yet fair, *Haunted Empire* reveals the perils and opportunities an iconic company faces when it loses its visionary leader.



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### Editorial Review

#### Review

"This well-paced, vividly detailed narrative reveals the machine surrounding the Jobsian ghost at Apple and brings the company's high-flying mythology down to earth." (Publishers Weekly)

#### From the Back Cover

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#### About the Author

Yukari Iwatani Kane is a veteran journalist with nearly fifteen years of experience writing about the technology industry. As a reporter for the *Wall Street Journal*, she covered Apple during the last years of Steve Jobs's reign. In 2011 she was named a Gerald Loeb Award finalist as part of a *Journal* team responsible for a series on Internet privacy. She started her career at *U.S. News & World Report* and Reuters. She lives in San Francisco.

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