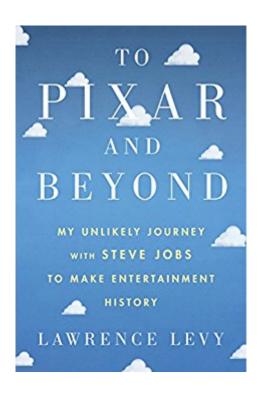
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To Pixar And Beyond: My Unlikely Journey With Steve Jobs To Make Entertainment History





Synopsis

The never-before-told story of Pixar's improbable success. ⠜Hi, Lawrence?⠕ the caller asked. â œThis is Steve Jobs. I saw your picture in a magazine a few years ago and thought weâ ™d work together someday.â •Â Â Â After Steve Jobs was unceremoniously dismissed from Apple, he turned his attention to a little-known graphics art company that he owned called Pixar. One day, out of the blue, Jobs called Lawrence Levy, a Harvard-trained lawyer and Silicon Valley executive to whom he had never spoken before, in the hope of persuading Levy to help him get Pixar on the right track. Â What Levy found in Pixar was a company on the verge of failure. To Pixar and Beyond is the extraordinary story of what happened next: How Levy, working closely with Jobs and the Pixar team, produced and implemented a highly improbable roadmap that transformed the sleepy graphics art studio into one of Hollywoodâ ™s greatest success stories. Â Set in the worlds of Silicon Valley and Hollywood, the book takes readers inside Pixar, Disney, law firms, and investment banks. It provides an up-close, first-hand account of Pixarâ ™s stunning ascent, how it took risks, Levyâ ™s enduring collaboration and friendship with Jobs, and how Levy came to see in Pixar deeper parallels that apply to all aspects of our lives. Â

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