COMPUTERWORLD



Jonny Evans *Apple Holic*

October 21, 2011 - 6:22 A.M..

Apple's Steve Jobs: 'I'm going to destroy Android'

By Jonny Evans

[Excerpts only]

The official Walter Isaacson-penned biography of Apple [AAPL] co-founder, Steve Jobs, hits the shops next week, and judging from the following gem-like excerpts seems set to be a must-have read this season.

"I'm going to destroy Android"

A slew of extracts have emerged in recent days, which show Jobs promising to "*destroy Android*", his critical opinion of both Bill Gates and President Obama and that he questioned authority throughout his life.

•••

All those reports claiming Eric Schmidt and Jobs were buddies after the latter left the Apple board can't be true, as the book reveals that Jobs was incandescent with fury when HTC introduced its Android phone in 2010 -- imitating many iPhone features when it did.

"I will spend my last dying breath if I need to, and I will spend every penny of Apple's \$40 billion in the bank, to right this wrong," Jobs said. "I'm going to destroy Android, because it's a stolen product. I'm willing to go thermonuclear war on this."

Schmidt and Jobs met up to try to find a solution, but all Schmidt would offer was cash. Jobs rejected this, saying, "I've got plenty of money. I want you to stop using our ideas in Android, that's all I want."

1

The power of design

Jobs also describes UK-born Jony Ive, Apple's head of design, his "*spiritual partner*", revealing he'd been given more operational power at Apple than anyone other than Jobs. No one at Apple can tell Ive what to do "*that's the way I set it up*," Jobs said.

That marries well with years of rumor from inside Apple which have claimed that when Apple's designers enter a meeting, the room goes quiet.