# Article information:

'Untold Stories About Steve Jobs' include rivalry with Bill Gates, Porsche hiding | AppleInsider  
<https://appleinsider.com/articles/12/10/02/untold-stories-about-steve-jobs-include-rivalry-with-bill-gates-porsche-hiding>

# Article summary:

1. Steve Jobs and Bill Gates had a rivalry, as evidenced by Jobs making Gates wait in the lobby for an hour during a meeting at NeXT.

2. Jobs once hid his Porsche from potential investor Ross Perot to avoid giving the impression that the company had a lot of money.

3. Jobs had a meltdown before unveiling a mini retail store design due to scuff marks on the white floor, leading Apple to switch to stone tile floors in its stores.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Untold Stories About Steve Jobs" provides some interesting anecdotes about the late Apple co-founder. However, it is important to critically analyze the content and consider potential biases and missing evidence.

One potential bias in the article is the portrayal of Steve Jobs as having a rivalry with Bill Gates. The story about Jobs leaving Gates waiting in the lobby for an hour may be presented to emphasize their rivalry, but it does not provide any context or evidence to support this claim. It is possible that Jobs was simply busy or had other priorities at the time.

Similarly, the story about hiding Porsches from Ross Perot may be presented to show Jobs' desire to appear financially modest. However, there is no evidence provided to support this claim, and it is purely based on anecdotal accounts. Without more information, it is difficult to determine the true motivations behind hiding the cars.

The article also includes a story about Jobs' reaction to a design flaw in an Apple store. While this anecdote may provide insight into Jobs' attention to detail and perfectionism, it does not offer a balanced perspective. There are no counterarguments or alternative viewpoints presented, which could provide a more comprehensive analysis of Jobs' leadership style.

Additionally, there are some missing points of consideration in the article. For example, it does not explore how these anecdotes fit into the larger narrative of Steve Jobs' life and career. The article focuses on isolated incidents without providing a broader context or analysis.

Furthermore, there is promotional content present in the article. The mention of Forbes publishing "untold stories" about Steve Jobs suggests exclusivity and adds credibility to the information presented. This could be seen as a marketing tactic to attract readership.

Overall, while the article offers some interesting insights into Steve Jobs' personality and leadership style through anecdotes, it lacks critical analysis and balanced reporting. It relies heavily on anecdotal evidence without providing sufficient context or exploring alternative perspectives.

# Topics for further research:

* Steve Jobs' career milestones and contributions to Apple
* Steve Jobs' leadership style and management techniques
* Steve Jobs' impact on the technology industry
* Steve Jobs' relationships with other industry leaders and competitors
* Steve Jobs' approach to product design and innovation
* Steve Jobs' legacy and lasting influence on Apple and the technology world

# Report location:

<https://www.fullpicture.app/item/01b980d91b0c91dfcaad057b90ce4f33>