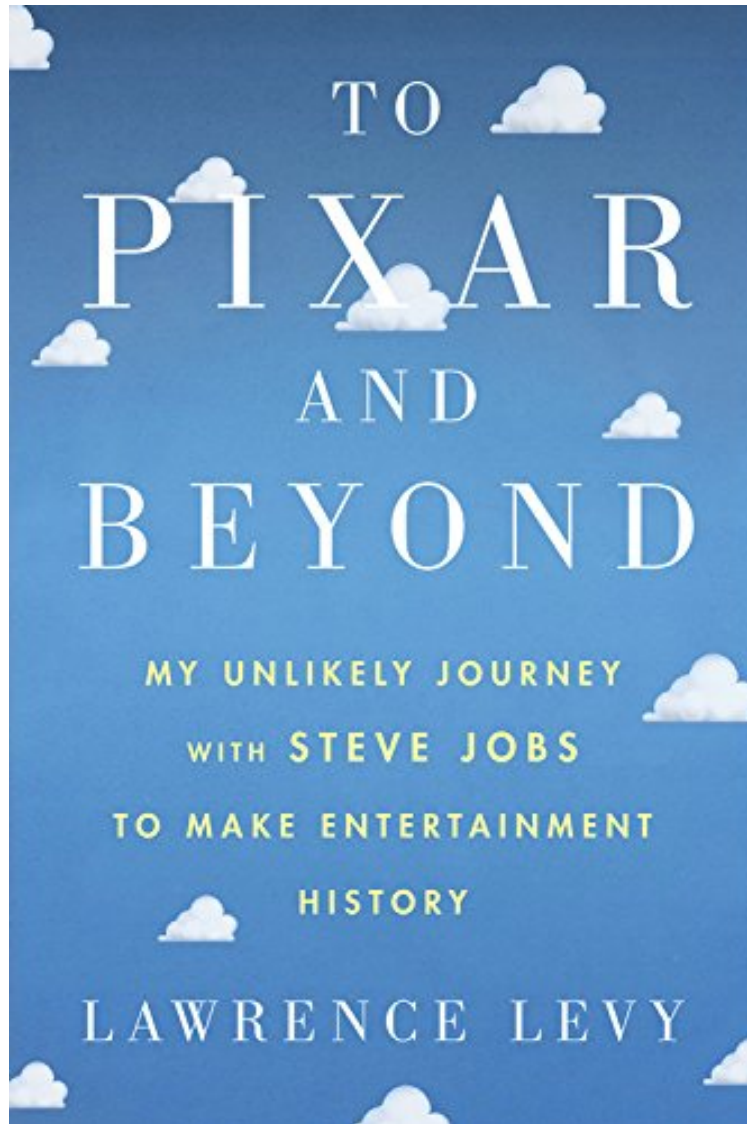


(Mobile pdf) To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History

To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History

Lawrence Levy

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#276635 in Books Levy Lawrence 2016-11-01 2016-11-01 Original language: English PDF # 1 9.00 x .93 x 6.00l, .0 #File Name: 0544734149272 pages To Pixar and Beyond My Unlikely Journey with Steve Jobs to Make Entertainment History | File size: 46.Mb

Lawrence Levy : To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History before purchasing it in order to gage whether or not it would be worth my time, and all praised To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History:

3 of 3 people found the following review helpful. An engrossing look into the turn-around of a beloved animation

studio, from the former CFO's point-of-view

By Alex Borelli "To Pixar and Beyond," a parody of the famous line "To infinity and beyond" from Pixar's "Toy Story," is an engrossing look into the years in which Pixar grew from a struggling TV commercial and technology company (specifically the Academy Award-winning Renderman software) to a computer animation company worth over \$1.5 billion (now worth many times that!). Lawrence Levy's book focuses on his years as CFO of Pixar and his and Steve Jobs' (as well as a slew of other legal personnel's) efforts to turn around the struggling Richmond Point-located company, from figuring out how much money would have to be reserved for each portion of the movie production process to steps toward Pixar's IPO (including finding an investment banker and determining Pixar's worth), as well as decisions regarding whether to have Pixar continue selling Renderman software and producing TV commercials. Levy's account of his years at Pixar and his interactions with the owner of Pixar, Steve Jobs, is truly telling of the faith Levy, Jobs, and others had in the relatively unknown California company who would soon revolutionize the computer animation field (a form of animation that had until then not been used in feature-length films), as well as the effort and commitment that was put forth to help out a company where the people were absolutely brimming with artistic talent and passion for their product.

7 of 8 people found the following review helpful. A very fun, readable, educational, and enlightening book.

By Camp Runamok Lawrence Levy is to blame for my lack of sleep last week. This book was for me a real page turner, as Levy narrates his move to Pixar, and his involvement with Steve Jobs and the folks at Pixar to make the leap from a long struggling startup to a mega force in the entertainment world - a company that would change the world. Levy has a very readable style of writing - casual, but not in a gee whiz sort of way that is all too common for insider books like this one - from non professional writers. Levy takes us behind the scenes of how Pixar was turned from a company with great potential in to the entertainment powerhouse of our generation. I knew a little about this from watching a DVD called Pixar Short Films Vol 1, but Levy provides so much more detail, particularly with regard to Steve Jobs (and his own) personal transformation through his involvement with Pixar, from both a creative and a business standpoint. I've met Lawrence at several Juniper mediation events, but do not know him, so it was especially fun for me to read about his motivations and more recent personal transformation from hi-tech/entertainment executive to working to help found and fund the Juniper (juniperpath.org) organization. A big thumbs up for a great story and a great read.

2 of 2 people found the following review helpful. Good Insight and Lessons n Strategic Simplification and Focus

By T G Nelson Levy's book is a good story with a hand full of important business take-a-ways. His simplification of the strategic needs of Pixar relative to establishing its future are great lessons. Additionally, their negotiations with Disney are another good lesson in facing both your opponents/partners/fears. Some additional insight into Jobs during a challenging stage of Jobs life. And, like a lot of business books there are a few solid, life long lessons.

An AMAZON BEST BOOK of 2016 in BUSINESS LEADERSHIP A top pick on FORTUNES FAVORITE BOOKS LIST for 2016. A 2017 AXIOM AWARDS SILVER MEDALIST in Business Memoir Biography

The never-before-told story of Pixar's improbable success. Hi, Lawrence? the caller asked. This is Steve Jobs. I saw your picture in a magazine a few years ago and thought wed work together someday. 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. 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 Hollywoods greatest success stories. 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 Pixars stunning ascent, how it took risks, Levys enduring collaboration and friendship with Jobs, and how Levy came to see in Pixar deeper parallels that apply to all aspects of our lives.

Enchanting...What makes Mr. Levys contribution so insightful is not that he plows old ground in greater depth but that he uses his personal story as vehicle to add a new dimension...Mr. Levys ability to remain calm and clear-eyed in the face of singular personalities and business challenges translates into a crisp, even elegant, narrative...The power of Mr. Levys writing and the success of his management at Pixar are both grounded in the same personal quality that is evident from the earliest pages of To Pixar and Beyond: humility.

New York Times A lovely and surprising discourse on topics business books rarely touch. Levy is a rare humanist in the world of finance and technology. In describing the pre-IPO, pre-Toy Story Pixar, he captures the fragile and wonderful workplace dynamic anyone who loves their (difficult) job can appreciate...Reading how Levy played go-between is eye-opening and inspiring...This delightful book is about finance, creative genius, workplace harmony, and luck...Thats a lot for one volume by a first-time author with a legal and financial background covering exceedingly well-trod material...Life obviously is about more than business, but few books discuss both so well. Fortune "Revealing and humanizing ...[A]n epic tale of Levys quest to balance the competing interests of the quiet artists and technologists who created Toy Story and the mercurial entrepreneur who controlled their professional fates. -Fortune Favorite Books of 2016" [T]here is still an irresistible

attraction to the story of Pixar, the little animation studio that could. Lawrence Levy turns it into a charming, upbeat tale much like one of Pixars animated features. Financial Times "A natural storyteller, Levy offers an inside look at the business and a fresh, sympathetic view of Jobs."