

THE ECONOMIC CLUB

O F W A S H I N G T O N, D. C.

**Excerpts from the Signature Event featuring Walter Isaacson, President and CEO, The
Aspen Institute**

January 19, 2012

“ . . .this room is filled with smart people. And you realize that smart people are a dime a dozen, and they don’t usually amount to much. What really matters is whether you’re imaginative – or creative. Steve Jobs in some ways was the least conventionally smart. When he came back from India and was 19 or 20 years old – he kind of dropped out, sought personal enlightenment in India – he said, I learned the limits of rational Western thinking and took up what I learned in the villages of India, which was intuition and intuitive thinking. . . . He just transformed multiple industries repeatedly – the phone industry. Secondly, he did it by leaps of the imagination and genius, or ingeniousness, I think. I began to totally respect his focus, his passion for perfection. I also came to see that the passion for perfection and passion for product is related to a sort of petulance and impatience and toughness. . . . The theme of the book is how to be at the intersection of creativity and technology, art and sciences.” ~ *Walter Isaacson, President and CEO, Aspen Institute; biographer of Steve Jobs, co-founder of Apple*

“ . . .I suspect – this is me talking, not him [*Steve Jobs*] – that the iPad will do more to reform education than all of, say, the Packard Foundation and Gates Foundation education programs. Even today, when you go home tonight, you’ll read that they released a textbook maker for iBooks, as well as iTunes University, which will totally disrupt the textbook industry. It was one of the last things he talked to me about in the book, and I have it in the book – his desire that textbooks will be interactive and online.” ~ *Walter Isaacson, President and CEO, Aspen Institute; author of the bestselling biography Steve Jobs*

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