

The Genius of Steve Jobs – Transcript - BBC World Service

Apple was founded by two Steves : Jobs was the business brain, his mate Steve Wozniak the geek, an electronics wiz who designed the fledgling company's first products.

"We were best friends for all the years leading up to Apple, maybe 5 or 7 years after we met, we would just go driving off far-away places to explore, you know, music catalogues of Bob Dylan and people that had rare photographs of him and we'd go to concerts together and we'd talk about, you know, where the world was going and philosophies and the counterculture movement and sort of this idea of young people and revolution and we'd just do everything together that friends do."

(♪... Come senators, congressmen, please heed the call ...♪)

Jobs was obsessive in everything he did and his love of Bob Dylan was much more than a passing fad. Walter Isaacson author of a just published biography of Steve Jobs interviewed him on forty occasions.

"Even, you know, in his last days, I asked him what was on the iPad 2 and we started off with all even the old bootleg Dylan thing and especially The times they are a-changin'.

(♪ for the times they are a-changin' ♪).

I think Steve always liked to think of himself as a rebel and that's why he loved Dylan. I always think that there's two sides to Steve's personality.

One is that counterculture, alternative, spiritual seeker who drops out of college and wanders bare-foot through India for months looking for spiritual enlightenment and drops acid and, you know, really loves the artistic side and the romantic sensibilities.

The other is the hard-nosed business engineering type who really believes in science and technology.