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**Finding The Next  
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In Silicon Valley legend Nolan Bushnell's first book, he explains how to find and hire employees who have the potential to be the next Steve Jobs. Nolan Bushnell founded the groundbreaking gaming company Atari in 1972, and two years later employed Steve Jobs, as well as many other creatives over the course of his five

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With refreshing candor,  
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who work within them.  
For anyone trying to  
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the next Atari or Apple,  
build a more creative  
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explains in Finding the Next Steve Jobs how to think boldly and differently about companies and organizations—and specifically the people who work within them. For anyone trying to turn a company into the next Atari or Apple, build a more creative workforce, or fashion a career in a changing world, this book will enlighten, challenge, surprise, and amuse.

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Now the challenge for the rest of us is to a) create market and societal conditions so that the next Steve Jobs is as likely to happen as possible and then b) to find and back him or her with

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every penny we've got.  
Let's leave a) to the  
sociologists and focus  
ourselves on b), or How  
to identify the right  
entrepreneurs to back.

## **Finding the Next Steve Jobs | Growthink**

He also launched Steve Jobs' career, along with those of many other brilliant creatives over the course of his five decades in business. In his eagerly awaited



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first book, Bushnell explains how to find, hire, and nurture the people who could turn your company into the next Atari or the next Apple.

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Finding the Next Steve Jobs is about that process. These blinks will teach you how to find creative

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individuals -  
sometimes in unusual  
places. You'll learn how  
to foster an  
atmosphere that can  
support your  
employees'  
imaginations, and pave  
the way for them to  
realize great ideas.  
You'll also learn:

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Nolan Bushnell and  
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Creative Talent

tackles a daunting

quest, but then again,

Bushnell's not an

ordinary guy himself.

Having started both

Atari Games and Chuck

E. Cheese, Bushnell

knows creativity,

innovation, user

experience (and fun!).

**Finding the Next**

**Steve Jobs**

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In his first book, *Finding the Next Steve Jobs: How to Find, Hire, Retain and Nurture Creative Talent*, he outlines a plan for helping companies bring more creativity into their organization and make it their competitive advantage. (Nolan hired Steve Jobs in 1972, two years after founding Atari.)

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One way that Finding

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The Next Steve Jobs encourages this is to try to keep a company's hierarchy as horizontal as possible. This is the second book I've read that recommend this. The thing is, when you're working with a four to six person team, it's relatively easy; however, when it comes to, say, a 100 person company, I'm not really sure what this would look like.

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