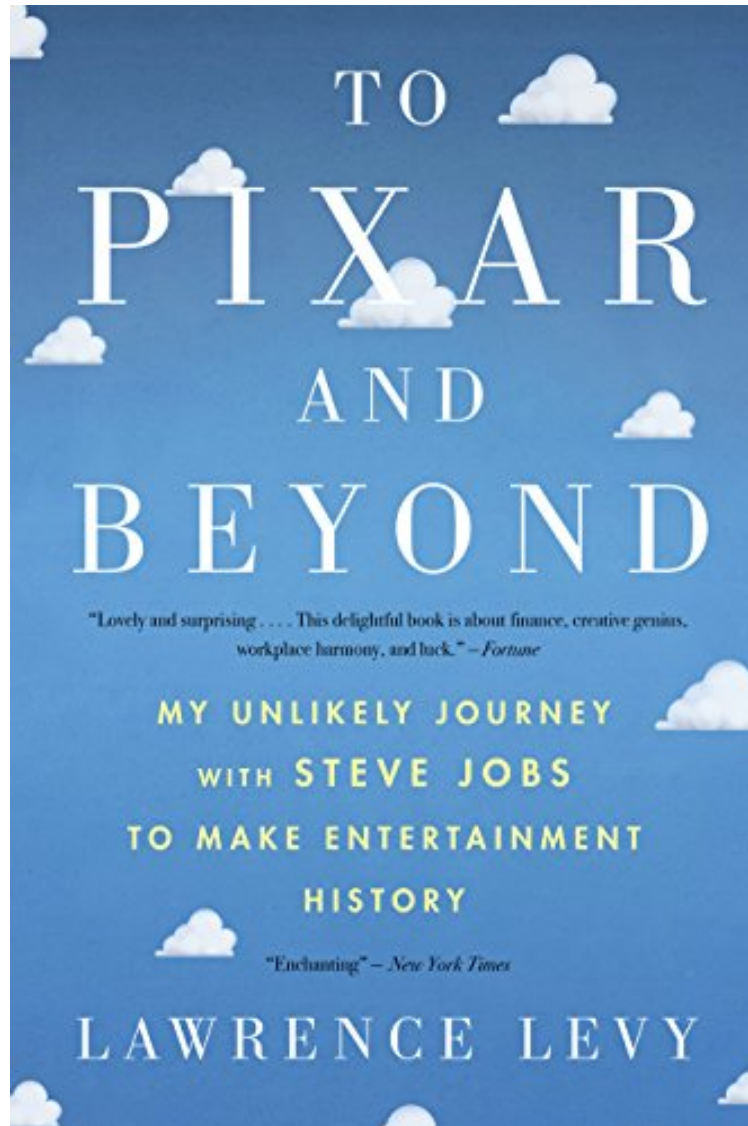


(Read now) To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History

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

Lawrence Levy

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Lawrence Levy : To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History before purchasing it in order to gauge 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.

“Lovely and surprising . . . This delightful book is about finance, creative genius, workplace harmony, and luck.” — Fortune “Enchanting.” — New York Times “I love this book! I think it is brilliant.” — Ed Catmull, cofounder and president of Pixar Animation, president of Disney Animation, and coauthor of the bestseller Creativity Inc. The revelatory saga of Pixar’s rocky start and improbable success After Steve Jobs was dismissed from Apple in the early 1990s, he turned his attention to a little-known graphics company he owned called Pixar. One day, out of the blue, Jobs called Lawrence Levy, a Harvard-trained lawyer and executive to whom he had never spoken before. He hoped to persuade Levy to help him pull Pixar back from the brink of failure. This is the extraordinary story of what happened next: how Jobs and Levy concocted and pulled off a highly improbable plan that transformed Pixar into one of Hollywood’s greatest success stories. Levy offers a masterful, firsthand account of how Pixar rose from humble beginnings, what it was like to work so closely with Jobs, and how Pixar’s story offers profound lessons that can apply to many aspects of our lives. “Part business book and part thriller — a tale that’s every bit as compelling as the ones Pixar tells in its blockbuster movies. It’s also incredibly inspirational, a story about a team that took big risks and reaped the rewards . . . I loved this book and could not put it down.” — Dan Lyons, best-selling author of Disrupted “A natural storyteller, Levy offers an inside look at the business and a fresh, sympathetic view of Jobs.” — Success Magazine An Amazon Best Book of 2016 in Business Leadership • A top pick on Fortune’s Favorite Books of 2016 • A 2017 Axiom Business Book Award winner in Memoir/Biography

“Enchanting... What makes Mr. Levy’s 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... The power of Mr. Levy’s 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... That’s 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 “Levy has written a fascinating look at one of the most innovative companies of the

early 21st century. — Publishers Weekly — What a delightful book about the creation of Pixar from the inside. I learned more about Mr. Jobs, Pixar and business in Silicon Valley than I have in quite some time. And like a good Pixar film, it'll put a smile on your face. — Andrew Ross Sorkin in The New York Times — I love this book! I think it is brilliant. Of course I am biased, but even so, I think people will love this story — one they didn't even know existed. And Lawrence has told it beautifully. — Ed Catmull, Co-Founder and President Pixar Animation, President Disney Animation, bestselling author of Creativity Inc. — Lawrence Levy's *To Pixar and Beyond* is the gripping story of how, through hard work, vision, and a devotion to excellence, tiny Pixar transformed itself into a Hollywood powerhouse. But it's also something more: a wonderful buddy story — between Levy and Steve Jobs — and how their friendship and partnership transformed them both. — William D. Cohan, bestselling author of *House of Cards* and *Money and Power* — *To Pixar and Beyond* is a finely sketched insider's account of the hard-fought success of a pathbreaking company. Lawrence Levy goes surprisingly and refreshingly deep on the business details behind Pixar's creative achievements. He also shows an intimate side of Steve Jobs that will delight the mercurial businessman's many admirers. — Adam Lashinsky, Assistant Managing Editor of *Fortune* Magazine and author of *Inside Apple* — Lawrence Levy, a former top exec at Pixar, tells the inside story of how a struggling computer animation company became one of the greatest entertainment organizations of all time. *To Pixar and Beyond* is part business book and part thriller — a tale that's every bit as compelling as the ones Pixar tells in its blockbuster movies. It's also incredibly inspirational, a story about a team that took big risks and reaped the rewards. This is a must-read book for anyone who cares about corporate culture and wants to learn how to build a business, as well as everyone who loves Woody, Buzz, and all of the other beloved Pixar characters. I loved this book and could not put it down. — Dan Lyons, bestselling author of *Disrupted* — About the Author LAWRENCE LEVY is a Silicon Valley lawyer and executive hired by Steve Jobs in 1994 as CFO and member of the Office of the President of Pixar Animation Studios. He was responsible for Pixar's business strategy and IPO and guided Pixar's transformation from a money-losing graphics company into a multibillion-dollar entertainment studio. He later joined Pixar's board of directors. He then left corporate life to study Eastern philosophy and meditation and their relevance to modern life. He now writes and teaches on this topic and cofounded Juniper Foundation to pursue this work. Originally from London, England, he earned degrees from Indiana University and Harvard Law School. He lives with his wife, Hillary, in Palo Alto, California.