

Steve Jobs as Henry Ford? No—Try Billy Durant or Alfred P. Sloan

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From the day Apple launched its first iMac to the day it launched its second or third iPhone, it was impossible to attend any new auto product launch from the Geneva motor show to a press conference on the latest cup holder without hearing of the influence of Steve Jobs' computers. "Apple-inspired," "iMac-inspired," "iPod-inspired" and "iPhone-inspired" automotive design was all over the place, in theoretical concepts if not in practice.

It culminated in our 2011 Car of the Year, the Chevrolet Volt. Its "milk white" interior trim available in some packages its weak design point. I finally replaced my six-year-old milk white iBook last summer with a new, aluminum-case model. Milk white is history at the maddening Apple stores. It took me six years to replace it, because Apple's design does not come cheap, even if everything is assembled in China. If Apple is like any car company, it's like BMW, with less-expensive Nanos the equivalent of its Mini line.

After Steve Jobs died at age 56 Wednesday, pundits rushed in to compare the Apple co-founder and CEO to Henry Ford and Thomas Edison. First, let's dispose with the Edison comparison. That would be Bill Gates, right down to the question of how much Edison invented and how much invention he oversaw.

Ford put America on wheels after he automated Ransom Eli Olds' simple assembly line, though non-car people often think of him as the "inventor" of the automobile. The wired industry does have a lot in common with the auto industry, including the cliché about success having many fathers.

Like those who believe Henry Ford invented the car, I don't really know or care about the computer business much beyond the past 40 years. Though I've been brand-loyal in my computer purchases for about 12 years, to me it's much like whether I'd rather have a Toyota Corolla or a Honda Civic. Computers are, as my friend Randy Patnode would say, typewriters that type glowing letters.

But Steve Jobs as Henry Ford? The model Ford automated for production, the T, was designed to be all the car anyone needed. It wasn't the easiest to drive, as Ford eschewed updates like self-starters to keep costs down. He shut down his big, automated Highland Park factory for



five months in 1927, just so he could finally replace the T with the Model A.

Jobs was more like William Crapo Durant, the General Motors founder who was great at starting companies and building their cultures than actually running them ... until Jobs became more like Alfred P. Sloan.

Durant founded GM in September 1908. He was forced out and replaced with bankers during one of the frequent financial panics of this pre-SEC era, in 1910. Then Durant formed the Chevrolet Motor Company in 1911, using it five years later to buy up GM shares and lead that automaker again.

Jobs famously started NeXT and Pixar animation after Apple booted him in 1985, and rejoined Apple in 1997 when Apple purchased NeXT. The Durant-Jobs comparison falls apart quickly from here. Durant regained control of GM in late 1916, then got the boot again in 1920 during another panic, never to return. He later launched another automaker, named Durant, but it didn't survive the Great Depression. Durant's last job was running a Flint bowling alley in the '40s.

Jobs said his ouster from Apple rejuvenated him. When he returned, Apple had negligible market share compared with PCs, but like Sloan when he hired Harley Earl in 1927 to run GM's Art & Colour department, Jobs made style, fashion and design the signature for the computer company. Jobs' 1927 LaSalle was his first translucent iMac from 1998, available in several deep colors when you could have any PC in any color you wanted, so long as it was dull beige.

Since then, Apple has elevated Sloan's planned obsolescence to new heights. The company updates and replaces iBooks, MacBook Airs, iPhones, iPods and iPads with a frequency that would make Bill Mitchell jealous.

No Apple, no PC, no smartphone ever will give me the kind of thrill I can get from nearly any car on nearly any road. No new design can match the innovation or diversity of style of Model Ts, Chrysler Airflows, Citroen DSes, Porsche 911s, Corvettes, '49 Cadillacs and '50s Buicks, '65 Mustangs, Honda CRXs, Minis, Bugeye Sprites or Mazda Miatas. But without Steve Jobs, one phone or laptop or MP3 player would be pretty much like the other, and the only reasons for choosing one over another would be price.

Continued from page 11

the laws not implementing the laws. Hence should not be appointed ministers and given extra perks because the check and balance is lost between legislation and administration.

1. Administration: we need the experts in various fields to run smooth Governance for public service on demand in Time bound manner. A good start by Bihar and Delhi Administrations recently, congratulation to both Chief Ministers and guilty public servants will be punished. They just do not exist only for Netas pleasure or BIG Babus (IAS, IPS, etc). These public servants are provided good comfortable houses, free electricity, domestic servants and perks etc to serve the public but at present the public service is last priority. A new trend had emerging that these public servants were stating this fact that we are public servants not Nets or Big Babus's servants.

Public Demands timely service of their personal requirements.

2. Decentralization: Power and revenue sharing should be spelled out clearly between central state and local bodies including panchayat. Like MP MLA and Councilor development funds had to go through District Magistrate/Village officer or Thasildar or Commissnor etc. More channel more delay and time consuming. And why we need them now these DM/Commissioner etc we can just by push a button disperse the funds and only thing we need now the more in place controls and transparency to stop shrinkage of public funds.

We need all NGO and Public limited companies also under the preview of Right to Information (TRI)

3. Rules and Regulations: Need a preview of pre independence laws and regulation. These all should be discussed with public involvement. I think we all fought for independence to get rid of the frivolous laws and rules but we continued with them because Netas and Babus can enjoy what English man were enjoying at the expense of public even now. Using discriminatory powers to their advantage against Public.

We need clear and simple robust rules for the encouragement of public not harassing public for the rules. It is said once out of some 3500 rules only less than thousand can be implemented or useful for public all others are obsolete. Like police rules were formulated after 1857 many times a demand for change or in the heart of some minister this thought occurred but died its own death as people who gets power does not wish to lose it.

4. All corruption cases are done within six months of its start once all dept laws were done with and person should be removed from job without pay even if he or she wins no loss of pay as no work no pay.

5. All Discriminatory powers be do away with unless there is law passed by or approve by Lok Sbha or State assembly by all including PM Minister or Administrators.

6. All bills to be discussed in local town house type meeting and public opinion be sought

And public opinion should be favoring it otherwise it should be amended as per majority public opinion. As we can see clearly that legislative, administrative and judicial representatives are not able to handle the task at hand alone, they still need public input which is not provided in the system present. Constitution had be two way street not dictating types which can lead to dictatorial system.

7. All transfer should be immediately stops as it against public interest. There is no justification to do these in public interest. Why we cannot work with each and every body as all public servants are for public benefit not for or against one party or other. If one is dishonest he or she will always be one in this place or other and why other place is suffered at the hand of a dishonest public servant. These mistakes and out of job and no pension. The public servants never develop affinity to local public

8. Why Public distribution system (PDS) or Gazette officer, treasury, rehabilitation, supply and canteen etc many departments are obsolete and should be eliminated as soon as possible. Why Govt should decide about min price for farm products let supply and demand of economics take its course.

9. Constitution: There are many sections which are useless and some of the issues like recall mechanism for elected representatives is absent from constitution. Public servants were give service Guarantee under constitution hence these public servants become non accountable to public and fearless and less productive and careless in their jobs. It has been changed for 100+ times but many of its changes were not implemented. Mainly Panchayat Raj and women reservation in seat quota were not implemented. Transfer of powers from DM to Local bodies.

There should be a public debate about the constitution in public forums. All Government Officers should be called Public servants which will reflect their true nature of job descriptions. And as they are know all over the world.

10. Why we have appointed officers more powerful than elected mayors in local self Governing Bodies like Nagar Nigam etc.

11. All departments other than defense, post telegraph, internal security should be with state s not with Central Governance. Especially Police and Education where public immediate interference is required should be with local self Governance. Police should not be Under District magistrate ever it delays and waste very critical time in taking the decisions.

Therefore the most important point which was not discussed so far is VALUE OF PUBLIC OPINION FOR ANY ISSUE and its Validity by Constitution. How it can be done at the time of election, a few issues be considered by the public and voted on. Once it voted by the majority it has to be made law and the group that brought the issue to vote should be involved throughout the process. Unless at least 25,00,000 people sign for an issue for memorandum it should not be voted.