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## STEVE JOBS - A GENIUS INNOVATOR



Steve Jobs is known for his out of the box thinking mostly because he transformed the technology industry with Macintosh and iPad. He has also left an equally great impact on the advertising industry in his business. He worked with TBWA Media Arts Lab and displayed some of the best commercial ads and promotional stuff in his business. TBWA Worldwide Chairman Lee Clow thinks Jobs as a Genius and doesn't hesitate to claim him as his best client ever and most amazing person person he has ever met in his whole life. So here are some of Apple's ads reflecting his innovative thinking. Read the full article here: [Steve Jobs the pitchman: A look back at Apple's classic ads - USA Today \(blog\)](#)

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