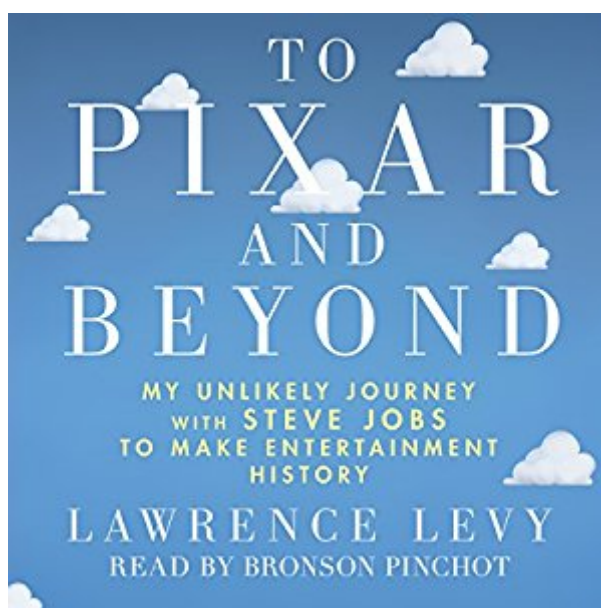


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# To Pixar And Beyond: My Unlikely Journey With Steve Jobs To Make Entertainment History



## Synopsis

An best book of 2016 in BUSINESS & LEADERSHIP The never-before-told story of Pixar's improbable success. "Hi, Lawrence?" the caller asked. "This is Steve Jobs. I saw your picture in a magazine a few years ago and thought we'd work together someday." After Steve Jobs was unceremoniously dismissed from Apple, he turned his attention to a little-known graphics art company that he owned called Pixar. One day, out of the blue, Jobs called Lawrence Levy, a Harvard-trained lawyer and Silicon Valley executive to whom he had never spoken before, in the hope of persuading Levy to help him get Pixar on the right track. What Levy found in Pixar was a company on the verge of failure. To Pixar and Beyond is the extraordinary story of what happened next: How Levy, working closely with Jobs and the Pixar team, produced and implemented a highly improbable roadmap that transformed the sleepy graphics art studio into one of Hollywood's greatest success stories. Set in the worlds of Silicon Valley and Hollywood, the book takes listeners inside Pixar, Disney, law firms, and investment banks. It provides an up-close, first-hand account of Pixar's stunning ascent, how it took risks, Levy's enduring collaboration and friendship with Jobs, and how Levy came to see in Pixar deeper parallels that apply to all aspects of our lives.

## Book Information

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## Customer Reviews

Well written, full of humanity, and hard to put down, To Pixar and Beyond is an engaging read. I was surprised at the number of obstacles Levy and Pixar needed to overcome on the way to success. This one immediately shouldered aside the five or six other books I had open in my Kindle app; highly recommended, and not just for those interested in business.

"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.

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](http://juniperpath.org)) organization. A big thumbs up for a great story and a great read.

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.

Lawrence Levy has truly written a gem about his time @ Pixar and beyond. Having worked @ the Investment Bank that took Pixar public made reading Lawrence's account about it as CFO extra special. It was like I was there all over again. Describing his personal accounts of working with Steve Jobs, the ups and downs and finally success for Pixar made this book an incredible page turner.. It truly is an inspirational book for me and my entire family. What I really enjoyed was when Lawrence insisted that his team be included in the credits for Pixar films! THAT was indeed remarkable. I felt sad when I finished it because I wanted it to keep going. Going for a walk after reading it helped! ;>)

A great book telling you so sometimes need boring people as they help you get the lifeline of a funding or translate your pixie dust to a molecular structure to be well received by the investors. Where past books about Pixar storytelling or creativity tell us about the captivating process of what Pixar gives to the world, this completes the job of what they would have given back - in terms of hard-won results. Focus and ingenuity were what helped the team to escape the trap of mild business ventures, and primed their prime channel of genius to what they truly wanted to excel at: true creative process.

This book is nothing short of incredible. As a student in business school who dreams of a future with the company, I was looking for a bit of spring break pleasure reading. I wasn't quite prepared for the ride that I was about to go on. Throughout Mr. Levy's account of Pixar's history, he had me laughing, excited, and periodically getting misty. My only disappointment in the book was closing the cover for the last time. Reading "To Pixar And Beyond" felt like one of those amazing after-dinner conversations where all pretence falls to the side, and what you're left with are small lessons that deeply move you.

This book is more than just another book to read. Reading this book was like watching a movie. It has up and down. It brought me tears and great joy. Also just like movie, it has a meaning to it. Once started reading, I couldn't put it down. It brought me perspectives in so many levels. At the finale, it is the Middle Way.

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