Welcome to the mind, to the world of Fake Steve Jobs. Fake Steve the counterintuitive management guru: “Obviously we can’t literally put our employees’ lives at risk. But we have to make them feel that way.” Fake Steve the political hobnobber: “I can see why they keep Nancy Pelosi under wraps. Wacky as a dime watch.” Fake Steve quoting friend/musician/philosopher Bono on road etiquette: “Tink about dat next toim yer cuttin off some bloke and you don’t know who it is, right? Could be Jay-sus. Or Boutros Boutros-Ghali or sumfin.” And on, yes, himself: “Geniuses have feelings, too.” In the tradition of Thank You for Smoking and in the spirit of The Onion, Options is a novelistic sendup and takedown of Silicon Valley, Hollywood, and Washington, D.C., as viewed by a central character who exists, to his immense self-satisfaction, at the crossroads of all three worlds: “It’s like in one of those movies where a guy realizes he’s got telekinetic powers and it’s just too bad if he doesn’t want them, he’s got them. Likewise, I have this gift. It’s who I am.”
Although this is not a true sequel to Pirates of Silicon Valley, it will please anyone who liked the 1999s movie.

The book is truly well written and very, very funny. It is a must buy for anyone that likes to follow the Valley news and gossip.

Steve is portrayed in such a coherent way along the book, that sometimes you may even forget that the author is faking. And, perhaps surprisingly, although the book was made from blog posts, there is a storyline and the whole book is consistently funny.

While reading, in many times I have laughed loudly; it is a very pleasureful reading. The book certainly has many peeks, including all Larry Ellisons episodes, annoying lawyers with their Windows notebooks (always rebooting) and Zune players, Steves zen style and many others.

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