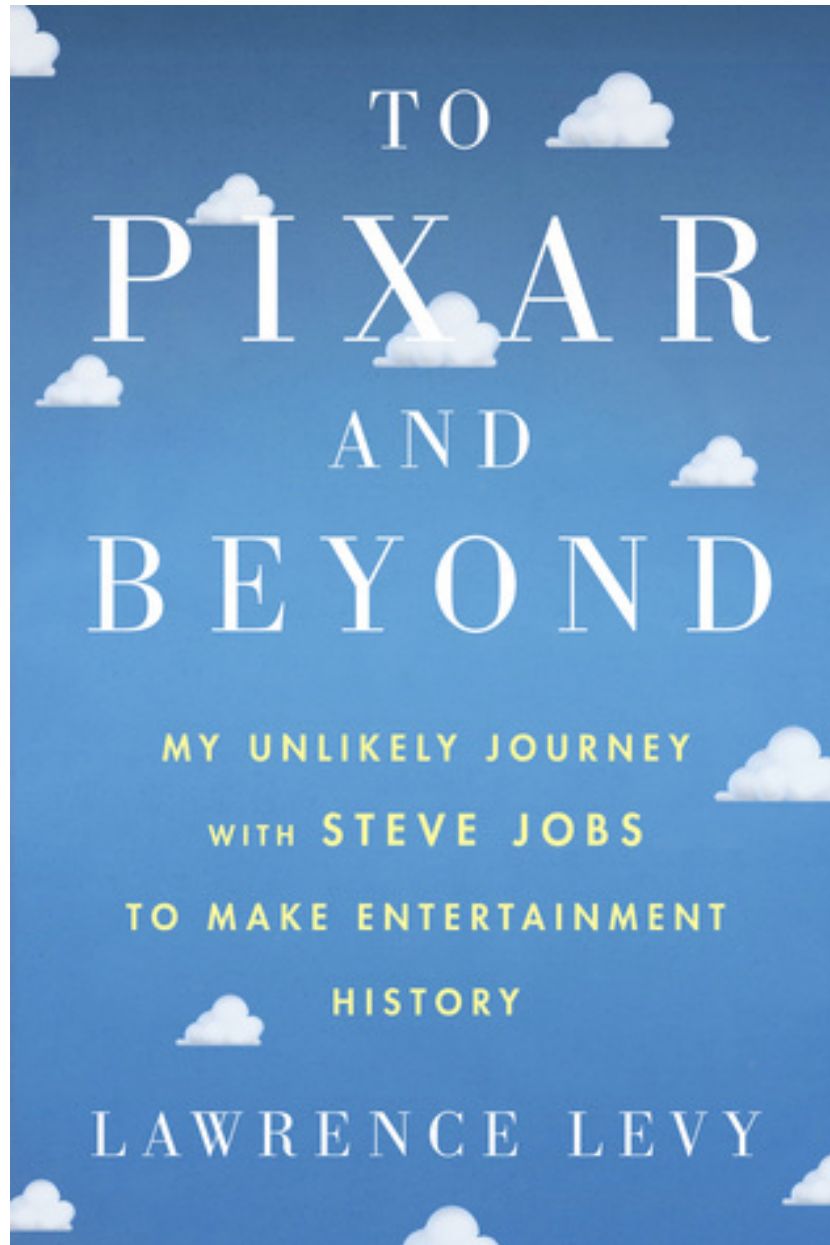


# To Pixar and Beyond: My Unlikely Journey With Steve Jobs to Make Entertainment History Book PDF Download



**By:  
Lawrence Levy**

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## What people Say:

### Brandon Forsyth

I don't really read business books, but I loved this. Levy's story is a really well-told personal narrative about bridging the gap between art and commerce, and anyone who's seen a Pixar movie in the last twenty years will find something of value here. Now if you'll excuse me, I have some borderline-miraculous movies to go re-watch.

### Scott Rhee

I don't typically read business books, but Lawrence Levy's book, "To Pixar and Beyond" isn't a typical business book. There's a warm, lovable fuzziness to it that is, in my mind, antithetical to the typical business ethos. It's a jarring cognitive dissonance, for me, at least.

It may help to explain my hatred of the business world.

I believe that the MBAification of the world started about fifty years ago when colleges and universities across the country started downplaying humanities and started

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I believe that the MBAification of the world started about fifty years ago when colleges and universities across the country started downplaying humanities and started emphasizing pro-capitalist pro-big business agendas and curriculum. The Arts were quickly being replaced with the Art of the Deal.

Subsequently, a business model began being applied to fields to which such models had previously never been applied nor should have been applied---education, health care, church administration. Arguably, this has destroyed the very foundation of these fields and has created many more problems than it has solved.

It has created an education system that is floundering miserably in this country, as a strong anti-public education campaign led by conservative politicians has led to entire school systems failing kids in droves while diverting federal funds from public schools to private and charter schools, which have repeatedly been proven by study after study to be completely ineffectual and/or detrimental to student learning.

It has created a health care system run not by doctors and health care workers but by insurance companies and pharmaceutical companies; a system that only the wealthy or those willing and able to pay enormous premiums can afford to use while those with no insurance or limited insurance are literally dying because of their lack of access.

It has created megachurches who feed off the weak-minded, allowing some pastors to bring in incomes rivalling CEOs of small companies, while cutting ministries and programs that have historically helped the community by offering food aid, clothing, and shelter to the homeless and the poor.

## Andrew

\*3.5 stars\*

If Ed Catmull's

was the heart story of Pixar, this is the head story. A fast-paced, nuts-and-bolts business story about how CFO Lawrence Levy signed on to a company struggling to find its way to infinity and beyond.

Oh, and there's some rather reasonable Steve Jobs in here.

## Aaron

In my eyes, Pixar brought joy to the world through their ability to connect with the audience. Moves such as "Toy Story" and "A Bug's Life" were pillars of my childhood, pulling me into a new world where anything is possible.

Lawrence Levy takes the same magic of Pixar and shows you the behind-the-scenes of its success. His thrilling story captures Pixar's lifecycle as it goes from a company on the brink of failure to arguably the best animation company in the world. He writes of his experiences

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Lawrence Levy takes the same magic of Pixar and shows you the behind-the-scenes of its success. His thrilling story captures Pixar's lifecycle as it goes from a company on the brink of failure to arguably the best animation company in the world. He writes of his experiences with Steve Jobs, but not from the traditional lens that we have seen in the last few years. Levy's role at Pixar (without giving anything away) puts him in a position where he needs to find a balance between Steve's desires and what he believes is best for the company and its employees.

He captures the transition of the company with the elegance of Pixar movies themselves. It struck

the perfect balance of business background and a captivating story. One thing I highly respect about the book is its relatability for everyone. I come from a business background, and bonded with the twists of the IPO. For those who don't have a business knowledge base, Levy crafted the story with breakdowns of some of the larger business topics.

Pixar has an amazing story the world needs to hear, and Levy does just that. Steve Jobs brings a unique lens to the book, but it really is the whole experience of his journey that makes it great, from the battle of the IPO, to his transition into the world of Buddhist meditation at Juniper, and "The Middle Way".

Pixar captures the essence of storytelling for everyone to understand, bond and connect with. In the same Pixar fashion, Levy has created something that will leave you with moments of pure joy, frustration, sorrow, and excitement. If you are on the edge of buying "To Pixar and Beyond", take the leap. Buy it, read it, fall in love with the company, and be prepared to watch "Toy Story" when you finish, trust me, you'll thank me later.

## Benjamin Bookman

I was surprised how much I enjoyed this book. I am not typically interested in business or finance at all, but the writing was high quality and the mix of story levels was just enough. Not too much business stuff to bog down but enough that I could understand and follow along. It was also a really nice mix of personal and big picture, so that I felt like I was getting to know the people involved without being invasive or snooping. My only complaint, and it is a minor one, is the last few chapters

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gain anything from following the author's journey after that point. It may have been the "why" of writing the book, but it was both not deep enough to be truly meaningful and too deep to appeal to the same audience as the rest of the book. Part IV gets a poor rating as a result - it just wasn't as developed as the rest of the book and felt disconnected. Part I through III were, on the other hand, "addictive" and very much worth reading.