

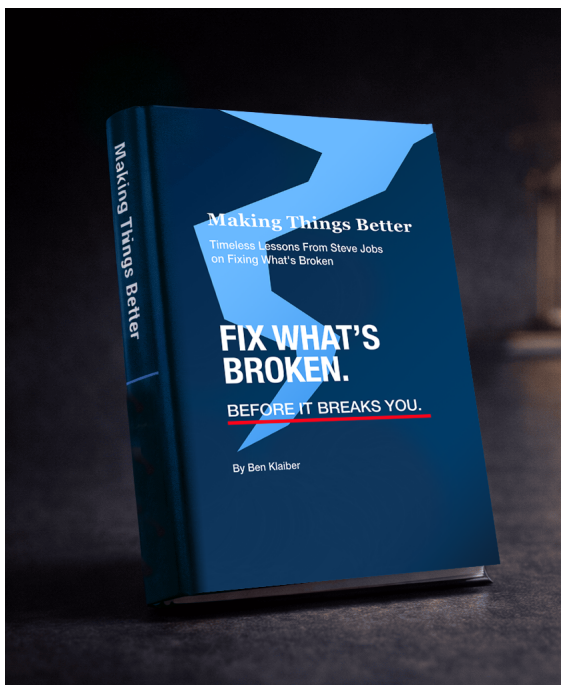
## Press Kit

# Making Things Better

Timeless Lessons From Steve Jobs on Fixing What's Broken

Press overview and media resources

<b>Author</b>	Ben Klaiber
<b>Subtitle</b>	Timeless Lessons From Steve Jobs on Fixing What's Broken
<b>Format</b>	Ebook available now; print edition available by end of January 2026
<b>Primary retailers</b>	Apple Books, Amazon Kindle
<b>Apple Books</b>	<a href="https://books.apple.com/us/book/making-things-better/id6756797507">books.apple.com/us/book/making-things-better/id6756797507</a>
<b>Amazon Kindle</b>	<a href="https://amazon.com/dp/B0G99H65V5">amazon.com/dp/B0G99H65V5</a>
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## One-line hook

A field guide to diagnosing failure, eliminating noise, and restoring coherence at scale - using the repeatable methods Steve Jobs used to rescue Apple.

# Press Release

FOR IMMEDIATE RELEASE

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## **New business book reframes modern dysfunction as a coherence problem - and shows how Steve Jobs fixed it**

Ohio - Jan. 2026 - Leaders do not run out of talent first. They run out of coherence. Tools stop agreeing, handoffs decay, incentives drift, and good people spend their days compensating for systems that no longer serve them.

In *Making Things Better: Timeless Lessons From Steve Jobs on Fixing What's Broken*, systems strategist and consultant Ben Klaiber distills the operational methods Jobs used to rescue Apple from near bankruptcy and rebuild it into the world's most valuable company. Not inspiration. Not mythology. Just repeatable patterns for spotting failure early, removing noise, and rebuilding clarity when the stakes are high.

"This is not a Steve Jobs biography and it is not hero worship," Klaiber said. "It is a field guide. Jobs did not win because of charisma or vision alone. He won because he was relentless about diagnosing what was actually broken - and courageous enough to fix it instead of cutting people to cover up dysfunction."

The book connects Jobs-era lessons to today's reality: software sprawl, cross-team drift, metrics that reward reporting over reality, and competitive environments where the right move is often to stand still and let the market move around you until conditions are favorable.

**Availability:** Ebook available now on Apple Books and Amazon Kindle. Print edition available by end of January 2026.

Apple Books: [books.apple.com/us/book/making-things-better/id6756797507](https://books.apple.com/us/book/making-things-better/id6756797507)

Amazon Kindle: [amazon.com/dp/B0G99H65V5](https://amazon.com/dp/B0G99H65V5)

**Review copies / interviews:** Klaiber is available for interviews, podcasts, and talks on operational clarity, competitive positioning, and applying Jobs-style decision frameworks under pressure.

**Press Website:** <https://www.mmwbinc.com/book/fix-whats-broken-press.html>

**Book Main Website:** <https://www.mmwbinc.com/book/fix-whats-broken.html>

# Book Overview

Making Things Better is a business and leadership book that treats modern breakdowns as system failures: misaligned software, fragmented workflows, and incentives that work against the humans doing the work.

Instead of motivation slogans or surface-level change, it offers practical frameworks leaders can apply immediately to diagnose friction, restore momentum, and make confident decisions across operations, product, marketing, and competitive strategy.

Early readers describe the book as confrontational, essential, and actionable - a diagnostic toolkit that changes how leaders evaluate tools, trade-offs, and next moves in real environments.

## Why this book matters now

Organizations lose enormous time and money to information breakdowns: tools that do not talk, workflows that fight human behavior, and systems optimized for reporting instead of reality. These failures are diagnosable and fixable - often hiding in plain sight.

*Making Things Better* argues that breakthrough does not come from heroic individuals. It comes from fixing the systems that produce results.

## What makes it different

### What Makes It Different

This isn't another Steve Jobs biography. It's a diagnostic toolkit for leaders facing broken systems, organizational dysfunction, and the comfortable lies that keep both in place.

**Actionable frameworks over inspiration**  
Diagnostic tools you can use Monday morning

**Documented history over mythology**  
Every lesson backed by verifiable facts

**Battle-tested methods**  
Refined through twenty years of consulting work across industries

**Universal application**  
Frameworks work whether you're running Fortune 500 divisions or five-person startups

**"Breakthrough doesn't come from heroic individuals. It comes from fixing the systems that produce results."**

## Key themes (selected)

**Diagnostics over drama:** find the failure before it explodes.

**Coherence at scale:** align tools, workflows, metrics, and human behavior so execution stops depending on heroics.

**Competitive positioning:** maneuver without flailing - sometimes the smartest move is to change the conditions, not just the plan.

# Who this is for

Anyone responsible for improving how work gets done.

## CEOs and Executives

Rebuilding troubled companies; cutting through organizational fog; creating breakthrough clarity at scale.

*Related:* Chapter 7 - The Glass Ceiling

## Consultants and Advisors

Diagnosing real vs. stated problems; providing measurable frameworks; cutting through client politics.

*Related:* Chapter 14 - Arithmetic

## Operations Managers

Fixing frustrating workflows; systems that stopped serving people; building helpful processes.

*Related:* Chapter 9 - The Copy-Paste Tax

## Entrepreneurs and Founders

Fighting for limited resources; launching something new; maintaining conviction under pressure.

*Related:* Chapter 12 - Whining vs. Why-ning

## Product Leaders and Designers

Building technology people want; distinguishing requests from actual needs; creating coherent experiences.

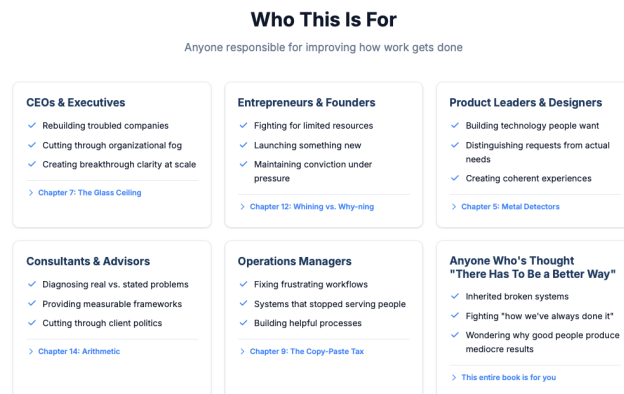
*Related:* Chapter 5 - Metal Detectors, Not Magic

## Anyone who's thought 'There has to be a better way'

Inherited broken systems; fighting 'how we've always done it'; wondering why good people produce mediocre results.

*Related:* This entire book is for you.

Visual reference graphic:



# Sample Excerpt

Chapter: Metal Detectors, Not Magic

## Sample Excerpt

Metal Detectors, Not Magic

In September 1995, while Apple was floundering, Steve Jobs told Fortune magazine: "You know, I've got a plan that could rescue Apple. I can't say any more than that it's the perfect product and the perfect strategy for Apple. But nobody there will listen to me."

**Notice what he did not say.**

He did not say "I have a vision."

He did not say "I see the future."

He said "I have a plan."

A plan is not magic. It is logic, sequence, and trade-off. It is knowing where the landmines are and how to avoid them.

Yet many still insist Steve's success was supernatural. Some kind of fluke of genius, impossible to replicate. This belief does more than mislead. It disempowers.

It turns leaders into spectators, waiting for a messiah instead of sharpening their own tools.

**The truth is simpler and far more useful: Steve did not predict the future. He designed it. And he left a trail of evidence so clear, it's like he handed us the map.**

# Selected Quotables

Short pull-quotes designed for reviewers, hosts, and social clips.

”

"Steve Jobs didn't predict the future. He identified the problems everyone else kept hitting and found systematic ways to avoid them. Not magic—metal detectors."

*Chapter: Metal Detectors, Not Magic*

”

"Bozos are just a fact of life in business. If you want to be successful, the faster you can identify them, and the more nimble you become in neutralizing their influence, the better off you and your business will be."

*Chapter: Bozos Aren't Brilliant*

”

"Vision implies unreplicable genius. Plans imply learnable methods. Vision can't be taught. Plans can be extracted, understood, and applied."

*Chapter: Metal Detectors, Not Magic*

”

"The arithmetic most companies get wrong: they measure activity instead of outcomes, process instead of progress, what's easy to track instead of what actually matters."

*Chapter: Arithmetic*

”

"'Impossible' often means 'expensive,' 'impractical,' or 'we've never tried.' Those are different problems requiring different solutions."

*Chapter: The Glass Ceiling*

”

"Whining asks: 'Why did this happen to us?' Why-ning asks: 'Why did this happen, and how do we prevent it?'"

*Chapter: Whining vs. Why-ning*

# About the Author

Ben Klaiber is a systems strategist and consultant. Making Things Better reflects his long-running focus on clarity, coherence, and humane systems design: aligning tools, workflows, and human behavior so organizations stop compensating and start performing.

He writes about Steve Jobs-era decision discipline, user interface and usability principles, operational coherence, and how organizations can outmaneuver competitors by removing noise and building the right conditions for the next move.

## Media Contact

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Media requests and review copies

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## Retail links

Apple Books: [books.apple.com/us/book/making-things-better/id6756797507](https://books.apple.com/us/book/making-things-better/id6756797507)

Amazon Kindle: [amazon.com/dp/B0G99H65V5](https://amazon.com/dp/B0G99H65V5)

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