



To Pixar and Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History

By Lawrence Levy

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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 readers 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.

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Editorial Review

Review

“Enchanting...What makes Mr. Levy’s contribution so insightful is not that he plows old ground in greater depth but that he uses his personal story as vehicle to add a new dimension...Mr. Levy’s ability to remain calm and clear-eyed in the face of singular personalities and business challenges translates into a crisp, even elegant, narrative...The power of Mr. Levy’s writing and the success of his management at Pixar are both grounded in the same personal quality that is evident from the earliest pages of *To Pixar and Beyond*: humility.”

—*New York Times*

“A lovely and surprising discourse on topics business books rarely touch. Levy is a rare humanist in the world of finance and technology. In describing the pre-IPO, pre-Toy Story Pixar, he captures the fragile and wonderful workplace dynamic anyone who loves their (difficult) job can appreciate... Reading how Levy played go-between is eye-opening and inspiring... This delightful book is about finance, creative genius, workplace harmony, and luck... That’s a lot for one volume by a first-time author with a legal and financial background covering exceedingly well-trod material... Life obviously is about more than business, but few books discuss both so well.”

—*Fortune*

"Revealing and humanizing ...[A]n epic tale of Levy’s quest to balance the competing interests of the quiet artists and technologists who created *Toy Story* and the mercurial entrepreneur who controlled their professional fates.” -*Fortune Favorite Books of 2016*

"[T]here is still an irresistible attraction to the story of Pixar, the little animation studio that could. Lawrence Levy turns it into a charming, upbeat tale – much like one of Pixar’s animated features.” -*Financial Times*

"A natural storyteller, Levy offers an inside look at the business and a fresh, sympathetic view of Jobs."

—*Success Magazine*

“Levy has written a fascinating look at one of the most innovative companies of the early 21st century.”

—*Publishers Weekly*

"A detailed and fascinating peek behind the curtains at Pixar before it became one of the most successful film studios in history.” --*Cult of Mac*

"Levy is an affable guide who writes with clarity... his account of the inner workings of the company, and the personalities that shaped it into what it has become, is an informative and engaging read."

—*Shelf Awareness*

“What a delightful book about the creation of Pixar from the inside. I learned more about Mr. Jobs, Pixar and business in Silicon Valley than I have in quite some time. And like a good Pixar film, it’ll put a smile on your face.”

—**Andrew Ross Sorkin** in *The New York Times*

“I love this book! I think it is brilliant. Of course I am biased, but even so, I think people will love this story—one they didn’t even know existed. And Lawrence has told it beautifully.”

—**Ed Catmull**, Co-Founder and President Pixar Animation, President Disney Animation, bestselling author of *Creativity Inc.*

“Lawrence Levy’s *To Pixar and Beyond* is the gripping story of how, through hard work, vision, and a devotion to excellence, tiny Pixar transformed itself into a Hollywood powerhouse. But it’s also something more: a wonderful buddy story—between Levy and Steve Jobs --and how their friendship and partnership transformed them both.”

—**William D. Cohan**, bestselling author of *House of Cards* and *Money and Power*

“*To Pixar and Beyond* is a finely sketched insider’s account of the hard-fought success of a pathbreaking company. Lawrence Levy goes surprisingly and refreshingly deep on the business details behind Pixar’s creative achievements. He also shows an intimate side of Steve Jobs that will delight the mercurial businessman’s many admirers.”

—**Adam Lashinsky**, Assistant Managing Editor of *Fortune* Magazine and author of *Inside Apple*

“Lawrence Levy, a former top exec at Pixar, tells the inside story of how a struggling computer animation company became one of the greatest entertainment organizations of all time. *To Pixar and Beyond* is part business book and part thriller—a tale that’s every bit as compelling as the ones Pixar tells in its blockbuster movies. It’s also incredibly inspirational, a story about a team that took big risks and reaped the rewards. This is a must-read book for anyone who cares about corporate culture and wants to learn how to build a business, as well as everyone who loves Woody, Buzz, and all of the other beloved Pixar characters. I loved this book and could not put it down.”

—**Dan Lyons**, bestselling author of *Disrupted*

"Levy’s book offers a detailed and fascinating peek behind the curtains at Pixar before it became one of the most successful film studios in history... The book paints an intimate, very human portrait of Jobs, one at odds with more facile accounts of his career. It’s all very relatable."

—**Cult of Mac**

"With rich clarity and detail, Levy recounts Pixar’s humble beginnings and astronomical success... Even if the world of finances, business and stocks is alien to the reader, *To Pixar and Beyond* is a thoroughly engaging and fascinating read. This is attributed to Lawrence Levy’s personable and warm tone. A deep sense of humility characterizes his reflections. This book is an excellent resource for anyone who wishes to learn more about Pixar’s history and the overlooked people responsible for its breakthrough success. Levy also makes a case for how necessary practicality is to a company like Pixar. Just as technology can be wedded to art, so too can business."

—**Pixar Planet**

About the Author

LAWRENCE LEVY is a Silicon Valley lawyer and executive hired by Steve Jobs in 1994 as CFO and member of the Office of the President of Pixar Animation Studios. He was responsible for Pixar's business strategy and IPO and guided Pixar's transformation from a money-losing graphics company into a multibillion-dollar entertainment studio. He later joined Pixar's board of directors. He then left corporate life to study Eastern philosophy and meditation and their relevance to modern life. He now writes and teaches on this topic and cofounded Juniper Foundation to pursue this work. Originally from London, England, he earned degrees from Indiana University and Harvard Law School. He lives with his wife, Hillary, in Palo Alto, California.

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Ana Lopez:

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Eva Velasco:

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