

The Lost Years That Changed the Future

**12 OCTOBER
2026**

6:00 pm

Università Bocconi
Aula Manfredini
Via Sarfatti 25,
Milano

What happens when a visionary is forced out of the company he created?

The event takes as its starting point the twelve years Steve Jobs spent away from Apple, leading NeXT through ambition, failure and reinvention. Geoffrey Cain's *Steve Jobs. The Exile*, recently published in Italian by Egea as *Steve Jobs. L'esilio – La storia mai raccontata di NeXT e la rinascita di un visionario americano*, revisits this crucial chapter, showing how those setbacks reshaped Jobs as an entrepreneur and as a leader.

A story about innovation, resilience, and the uncomfortable lessons behind every real comeback—because the years that seem lost can sometimes be the ones that change everything.

Expanding on these themes, Geoffrey Cain, Diego Piacentini—who wrote the foreword to the Italian edition—and moderator Beppe Severgnini will discuss failure, resilience, innovation and leadership, exploring how setbacks can become opportunities for growth, transformation and long-term vision.

Registration required

[REGISTRATION FORM](#)

For information

eventi@uniboconi.it

Welcome

Antonella Carù

Dean for Development and Alumni Relations, Bocconi University

Featuring

Geoffrey Cain

Journalist and author

Diego Piacentini

Founder of View Different, author of the foreword to the Italian edition

Beppe Severgnini

Columnist at "Corriere della Sera", moderator

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