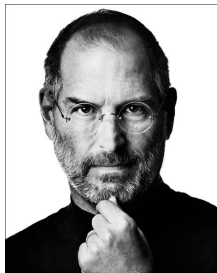


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By: Filip Truta, Apple News Editor



The co-founder, Chairman, and CEO of Apple Inc, Steven P. Jobs
Albert Watson

[Steve Jobs to Remain Apple CEO 'During' Treatment](#)

Apple's Chief Executive Officer assures Apple fans of his ongoing leadership, but only on the short run

Earlier this week, the world's most iconic CEO [posted an open letter](#) to all those connected to Apple, in one way or another. Steve Jobs indirectly admitted that the main reason for not delivering [the Macworld 2009 keynote](#) presentation himself was "a hormone imbalance" that has been "robbing" him of proteins, keeping Jobs from gaining weight.

For years, Mr. Jobs has seen fire from the press for his ever thinner figure, as he stepped on stage, one keynote address after the other. Evidently, rumors about Jobs dying kept pouring, as Apple kept quiet. However, all this was about to end on January 5, 2009, when Apple's CEO wrote a letter to the Apple Community, making sure everyone enjoyed the 2009 Macworld Expo.

Jobs began his letter by noting that, for the first time in ten years, he was getting to spend the holiday season with his family, compared to other years, when Apple's CEO would prepare "intensely" for the Macworld keynote.

Mr. Jobs continued his plea, saying "I've decided to share something very personal with the Apple community. [...] As many of you know, I have been losing weight throughout 2008. The reason has been a mystery to me and my doctors. A few weeks ago, I decided that getting to the root cause of this and reversing it needed to become my #1 priority."

"Fortunately, after further testing, my doctors think they have found the cause—a hormone imbalance that has been 'robbing' me of the proteins my body needs to be healthy. Sophisticated blood tests have confirmed this diagnosis," Apple's CEO revealed to the world.

The treatment is fairly simple and should make it only a matter of time before he is back on his feet, according to Mr. Jobs. However, in the same context, Apple's chief executive also felt it was necessary to mention, "I will continue as Apple's CEO during my recovery."

Why "during" the recovery, period? Why not "during my recovery, and after?" Mr. Jobs could have at least said something like "Currently, Apple has no plans of replacing its CEO," in order to cool spirits down.

Sure enough, the company's board of directors [didn't shed any light](#) on the situation either. "As we have said before, if there ever comes a day when Steve wants to retire, or for other reasons cannot continue to fulfill his duties as Apple's CEO, you will know it," the board said in a statement.

Does anyone else think Apple's true plans are not being fully disclosed?