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Confidential The Real Story Of
Apple Computer Inc

Apple Confidential The Real Story Of Apple Computer Inc

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Amazon.com: Customer reviews:
Apple Confidential: The Real ...
Journalist Linzmayer explores
Apple's tumultuous history from its
legendary founding, through a
series of disastrous executive
decisions, to its recent return to
profitability. Backed by exhaustive
research, the book debunks many
of the myths and half-truths
surrounding Apple, the Macintosh,
and its creators.

Apple confidential : the real story of
Apple Computer, Inc ...

Apple Confidential examines the
tumultuous history of America's
best-known Silicon Valley start-
up—from its legendary founding
almost 30 years ago, through a
series of disastrous executive
decisions, to its return to

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profitability, and including Apple's recent move into the music business.

CNN - Book Review: Apple Confidential: The Real Story of ...
Apple Confidential: The Real Story of Apple Computer, Inc.- Owen W. Linzmayer. Hi everyone, my friend currently has a copy of the UNCORRECTED PROOF. I have looked everywhere to see how much it is being sold for and no information has been found. Only info for the fully corrected proof. It was published by "No Starch Press" March of 1999 for ...

History of the Apple Logo
Apple Confidential: The Real Story of Apple Computer, Inc. by Owen Linzmayer. No Starch Press.

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Paperback. GOOD. Spine creases, wear to binding and pages from reading. May contain limited notes, underlining or highlighting that does affect the text. Possible ex library copy, that'll have the markings and stickers associated from the library.

Apple Confidential: The Real Story of Apple Computer, Inc ...

The story starts with the two Steves making and selling boxes to confuse the phone system into granting free calls. It chronicals the development of Apple computer from the first Apple through the Lisa, endless varities of Macintosh and today's iPod. Throughout the story, the massive ups and colossal failures of this American instution are laid bare.

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Apple Confidential: The Real Story of Apple Computer, Inc ...

APPLE CONFIDENTIAL The Real Story of Apple Computer, Inc. By Owen W. Linzmayer No Starch Press The Forgotten Founder.

Thanks to a never-ending campaign by Apple's powerful public relations machine to protect the myths surrounding the company's origin, almost everyone believes that Apple was started in a garage by "the two Steves," Stephen Gary Wozniak, 25, and Steven Paul Jobs, 21.

Apple confidential : the real story of Apple Computer, Inc ...

"Apple Confidential," by contrast, is a cheery, nerdy little book. It, too, aims to tell the story of Apple's rise,

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fall and recent renewal. But this time, the narrative covers only a portion of ...

Geek Lore - The New York Times
The above article is excerpted from
Apple Confidential: The Real Story
of Apple Computer, Inc. by Owen W.
Linzmayr, 1999, ISBN
1-886411-28-X, Available from No
Starch Press 1-800-420-7240 at a
special 30% discount

Apple Confidential 2.0 | No Starch
Press

If you are at all interested in the
history of Apple Computer, read
Apple Confidential: The Real Story
of Apple Computer, Inc. It succeeds
in being both informative and
enjoyable. It succeeds in being both
informative and enjoyable.

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Apple Confidential The Real Story
Apple Confidential: The Real Story
of Apple Computer, Inc. Journalist
Owen Linzmayer explores Apple's
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series of disastrous executive
decisions, to its recent return to
profitability. Backed by exhaustive
research, the book debunks many
of the myths and half-truths
surrounding Apple,...

Review of Apple Confidential
(9781886411289) — Foreword ...
Apple's name recognition was so
low in Japan in the early 1980s that
refrigerated trucks were used to
deliver shipments of Apple
computers because workers

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thought that the boxes contained perishable fruit. [7] The first graphical image ever displayed on a Mac prototype was a picture of Scrooge McDuck playing the fiddle while sitting on some money bags.

9780613920056: Apple Confidential: The Real Story of Apple ...

Linzmayer's Apple Confidential is an unofficial history of Apple and a great read. Pogue's MacWorld Mac Secrets explains all the oddities about any Mac still in use, while his iMac guide follows the format of the "Dummies" series.

Apple Confidential 2.0: The Definitive History of the ...

Linzmayer's Apple Confidential is an unofficial history of Apple and a great read. Pogue's MacWorld Mac

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Secrets explains all the oddities about any Mac still in use, while his iMac guide follows the format of the "Dummies" series.

Books and Authors: The Denver Post

Apple confidential : the real story of Apple Computer, Inc.. [Owen W Linzmayer] -- Journalist Owen Linzmayer explores Apple's tumultuous history, from its legendary founding, through a series of disastrous executive decisions, to its recent return to profitability.

Apple confidential : the real story of Apple Computer, Inc ...

Written with humor, respect, and care, it absolutely is a must-read for every Apple fan. Apple Confidential:

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The Real Story of Apple Computer, Inc. By Owen W. Linzmayer No Starch Press, 1999

Review: Apple Confidential (book):
The Real Story of Apple ...

Apple Confidential examines the tumultuous history of America's best-known Silicon Valley start-up—from its legendary founding almost 30 years ago, through a series of disastrous executive decisions, to its return to profitability, and including Apple's recent move into the music business. Linzmayer digs into forgotten archives and interviews the key players to give readers the real story of Apple Computer, Inc.

50 High-tech Facts about Apple and Mac | Fact Retriever

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According to Owen Linzmayer, author of "Apple Confidential", Steve Jobs believed the logo was much too intellectual and wasn't suited for reproduction in small sizes. It's plausible that this is the reason, that Steve Jobs in April 1977 [4] asked Rob Janoff, art director of the advertising company Regis McKenna Advertising, to design a new logo.

Apple Confidential: The Acquisition Of NEXT

Apple Confidential The Real Story of Apple Computer Inc. Owen W. Linzmayer No Starch Press \$17.95 978-1-886411-28-9 "Apple has some tremendous assets, but I believe without some attention, the company could, could, could...I'm searching for the right word—could,

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could die." Steve Jobs . At the present moment, Apple is on the rebound ...

Apple Confidential: The Real Story of Apple Computer, Inc ...

Apple Confidential examines the tumultuous history of America's best-known Silicon Valley start-up--from its legendary founding almost 30 years ago, through a series of disastrous executive decisions, to its return to profitability, and including Apple's recent move into the music business. Linzmayer digs into forgotten archives and interviews the key players to give readers the real story of Apple Computer, Inc.

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