

Apple Confidential The Real Story Of Apple Computer Inc

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Apple Confidential The Real Story

Apple Confidential: The Real Story of Apple Computer, Inc. by Owen W. Linzmayer. 3.90 · Rating details · 96 ratings · 0 reviews. 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 ...

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.

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

Backed by exhaustive research, the book debunks many of the myths and half-truths surrounding Apple, the Macintosh, and its creators. Linzmayer looks into secret archives, interviews key players, and tells the real stories behind the hype.--From publisher description

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

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. Backed by exhaustive research, this 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 ...

So, it was with great interest that I devoured Apple Confidential: The Real Story of Apple Computer, Inc., a soap opera involving a real-life cast of characters, including Steve "Woz" Wozniak, the...

CNN - Book Review: Apple Confidential: The Real Story of ...

Apple confidential : the real story of Apple Computer, Inc.. [Owen W Linzmayer] -- Journalist 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 ...

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 varieties of Macintosh and today's iPod. Throughout the story, the massive ups and colossal failures of this American instution are laid bare.

Amazon.com: Customer reviews: Apple Confidential: The Real ...

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...

Books and Authors: The Denver Post

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.

Apple Confidential 2.0 | No Starch Press

"Apple Confidential," by contrast, is a cheery, nerdy little book. It, too, aims to tell the story of Apple's rise, fall and recent renewal. But this time, the narrative covers only a portion of...

Geek Lore - The New York Times

Apple Confidential: The Real Story of Apple Computer, Inc. by Owen Linzmayer.

9781886411289 - Apple Confidential: The Real Story of ...

I first read Apple Confidential: The Real Story of Apple Computer, Inc., a few weeks before TNT's movie aired. I cannot vouch for TNT's portrayal of Microsoft's rise, but based on other things I have read, Apple Confidential is a lot more accurate when it comes to the history of Apple Computer.

ATPM 5.08 - Review: Apple Confidential

Sources: Apple Confidential: The Real Story of Apple Computer Inc., staff reports. Until the most recent quarter, Cupertino, Calif.-based Apple had enjoyed a renaissance of renewed profitability ...

Mac's new OS: Seven years in the making - CNET

From the Publisher:In Apple Confidential, Journalist Owen Linzmayer explores Apple's tumultuous history, from its legendary founding, through a series of disastrous executive decisions, to its ...

(PDF) Apple Inc.: Product portfolio analysis

Apple was founded as a partnership on April Fool's Day 1976 by three people who originally worked at Atari: Steven Gary Wozniak (1950-), Steven Paul Jobs (1955-2011), and Ronald Gerald Wayne (1934-). Apple was incorporated on January 3, 1977, without Wayne, who sold his shares back for \$800.

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

The history of macOS, Apple's current Mac operating system originally named Mac OS X until 2012 and then OS X until 2016, began with the company's project to replace its "classic" Mac OS. That system, up to and including its final release Mac OS 9, was a direct descendant of the operating system Apple had used in its Macintosh computers since their introduction in 1984.

macOS version history - Wikipedia

These questions pertained especially to the Apple IIc and the Mac Portable. IV. Additional Reading Allan, Roy A. A History of the Personal Computer: The People and the Technology. Allan: Ontario, Canada: 2001. Linzmayer, Owen W. Apple Confidential. No Starch: San Francisco, 1999. Moritz, Michael. The Little Kingdom: The Private Story of Apple ...

Apple history overview - NYU

The Oracle of Omaha's Berkshire Hathaway Inc. BRK.B, -0.53% BRK.A, -0.83% held 245,155,566 shares of Apple as of late March, according to a Securities and Exchange Commission filing.

This investor just inherited 7,000 shares of Apple — and ...

Apple Confidential 2.0: The Definitive History of the World's Most Colorful Company: The Real Story of Apple Computer, Inc. No Starch Press. ISBN 978-1-59327-010-0. Lennon, Cynthia (1978). A Twist of Lennon. Avon Books. ISBN 978-0-352-30196-3. Matovina, Dan (2000). Without You: The Tragic Story of "Badfinger". Frances Glover Books. ISBN 978-0 ...

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