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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

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Linzmayer digs into forgotten archives and interviews the key players to give readers the real story of Apple Computer, Inc. This updated and expanded edition includes tons of new photos, timelines, and charts, as well as coverage of new lawsuit battles, updates on former Apple executives, and new chapters on Steve Wozniak and Pixar.

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Apple Confidential 2.0, from start to finish, is a continual source of information on Apple Computer and the people involved, from the beginnings in a bedroom (you have to read the book to find out) to the present day activities of Steve Jobs as head of Apple and Pixar.

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Most of Apple's codenames from the 1980s and 1990s are provided by the book Apple Confidential 2.0. Accessories. AirTags, a Tile-like personal item tracking hardware & app - AirTags, Apple Tags, B389; AirPods (1st

Generation) - B188; AirPods (2nd Generation) - B288; AirPods Pro - B298; AirPods Studio (Rumored over-ear wireless headphone) - ...

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The 304 pages of Apple Confidential 2.0 are accompanied by an index as well as a bibliography of other books on the computer industry. The book is divided into 25 chapters, with each chapter providing a self-contained part of Apple's history: the computers, the highs, the lows, the people involved.

~~ATPM 10.06 - Review: Apple Confidential 2.0~~

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The subtitle of Apple Confidential 2.0 does a really nice job of saying what the whole book is about: "The Definitive History of the World's Most Colorful Company". I would agree that this is an up-to-date and thorough history of Apple Computers. This contains chapters on subjects as diverse as "Why 1985 wasn't like 1984" to "Woz's Wanderings".

Chronicles the best and the worst of Apple Computer's remarkable story.

This book is not available as a print inspection copy. To download an e-version click here or for more information contact your local sales representative. Shortlisted for the 2013 Chartered Management Institute textbook award Practicing Strategy broke new ground when it first published by focusing on the strategy-as-practice approach, which considers strategy not only as something an organisation has but something which its members do. The new edition deals with a selection of topics that have been central in recent academic debates in the strategy-as-practice area and includes 7 New chapters on topics such as Chief Executive Officers, Middle Managers, Strategic Alignment and Strategic Ambidexterity in line with developments in the field New case studies throughout including Narayana health, the turnaround of Reliant group and relocating a business school Tutor and student access to online resources include additional readings, an Instructor's Manual, PowerPoint slides, author podcasts and videos. Aimed at undergraduate and postgraduate students taking advanced strategy modules and practitioners alike.

Assesses Apple's impact on society, technology, processes, and methods; shows how Apple beat the competition in selected markets; details financial results over the years; and, predicts Apple's future prospects and successes. In addition, the author offers special features that include a look at the colourful people associated with Apple, interesting trivia, an Apple time line, a focus on products, and where the company is headed

Strategic Management: Strategists at Work provides a practical and simple approach to developing a comprehensive strategic plan, as the authors share what they have learned through two decades of strategy work with a myriad of organisations. Focusing on the practicalities of developing strategy and presenting cutting edge theory in an accessible manner, this book delivers key insights into the strategist's role. Key benefits: - Provides a comprehensive

range of templates that have been road-tested with over 400 senior managers - Includes extensive case material and interviews - Lecture slides, tutorials, and multiple choice questions available on the companion website

This is a stunning visual guide to the life and works of entrepreneur Steve Jobs. Easily one of the most influential innovators of the twenty-first century, Steve Jobs has fundamentally shaped the way in which we communicate and, even more broadly, live our lives. In this information-packed graphic biography, Steve Jobs's remarkable talent and genius are explored through bold design and original graphics. Kevin Lynch explores Jobs' journey from savvy salesman, to his rivalry and market competition with Bill Gates, and his shift towards radical innovations in later life. This technological innovator led a fascinating, astounding and ultimately too short life, that irreversibly impacted how we communicate. Steve Jobs is a visual celebration and comprehensive study of "The Maverick" and his work; and a must-have for any fan of Apple products.

In 1974, not long after developing the first universal optical character recognition technology, Raymond Kurzweil struck up a conversation with a blind man on a flight. Kurzweil explained that he was searching for a use for his new software. The blind man expressed interest: One of the frustrating obstacles that blind people grappled with, he said, was that no computer program could translate text into speech. Inspired by this chance meeting, Kurzweil decided that he must put his new innovation to work to "overcome this principal handicap of blindness." By 1976, he had built a working prototype, which he dubbed the Kurzweil Reading Machine. This type of innovation demonstrated the possibilities of computers to dramatically improve the lives of people living with disabilities. In *Making Computers Accessible*, Elizabeth R. Petrick tells the compelling story of how computer engineers and corporations gradually became aware of the need to make computers accessible for all people. Motivated by user feedback and prompted by legislation such as the Americans with Disabilities Act, which offered the promise of equal rights via technological accommodation, companies developed sophisticated computerized devices and software to bridge the accessibility gap. People with disabilities, Petrick argues, are paradigmatic computer users, demonstrating the personal computer's potential to augment human abilities and provide for new forms of social, professional, and political participation. Bridging the history of technology, science and technology studies, and disability studies, this book traces the psychological, cultural, and economic evolution of a consumer culture aimed at individuals with disabilities, who increasingly rely on personal computers to make their lives richer and more interconnected.

This title examines the remarkable life of Steve Jobs and his work building the groundbreaking company Apple. Readers will learn about Jobs's background and education, as well as his early career and his time with NeXT Computer and Pixar. Also covered is a look at how Apple operates, its history, and its many innovations, including the iPod, the iPad, and the iPhone. Color photos and informative sidebars accompany easy-to-read, compelling text. Features include a timeline, facts, additional resources, Web sites, a glossary, a bibliography, and an Index. *Technology Pioneers* is a series in *Essential Library*, an imprint of ABDO Publishing Company.

Beginning with Thomas Edison's aggressive copyright disputes and concluding with recent lawsuits against YouTube, *Hollywood's Copyright Wars* follows the struggle of the film, television, and digital media industries to influence and adapt to copyright law. Though much of Hollywood's engagement with the law occurs offstage, in the larger theater of copyright, many of Hollywood's most valued treasures, from *Modern Times* (1936) to *Star Wars* (1977), cannot be fully understood without appreciating their legal controversies. Peter Decherney shows that the history of intellectual property in Hollywood has not always mirrored the evolution of the law and recounts these extralegal solutions and their impact on American media and culture.

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