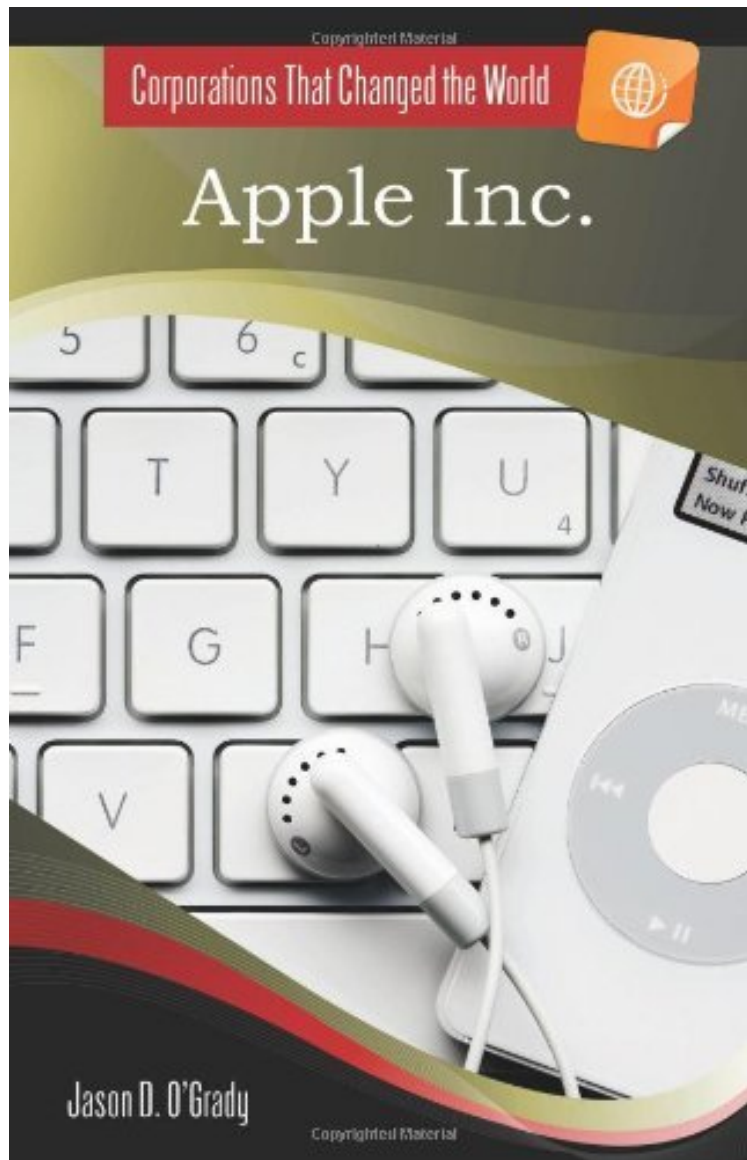


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## Apple Inc. (Corporations That Changed the World)

Jason D. O'Grady

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**Jason D. O'Grady : Apple Inc. (Corporations That Changed the World)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Apple Inc. (Corporations That Changed the World):

0 of 0 people found the following review helpful. I would strongly recommend this bookBy Willard J. BontragerIf you want to know anything about Apple's history, I would strongly recommend this book.3 of 10 people found the following review helpful. Read Only If You Are An Apple FanboyBy Kevin C. RohrerAlthough this is advertised as a comprehensive history of Apple, Inc., it is nothing more than a superficial hardware and software overview written by

an obvious fanboy. There is no inside dirt or interesting anecdotes. Steve Jobs is God on Earth and everything that comes from Apple is great. Avoid this book and look elsewhere for a history of Apple and Jobs. What I recommend you read is "Apple Confidential 2.0: The Definitive History of the World's Most Colorful Company" by Owen Linzmayer. This book digs inside the history of Apple, Jobs, and the Woz from the 1980s to the mid 2000's. It includes hundreds of little known facts and interesting anecdotes, but the author is fair, isn't a fanboy, and doesn't have an axe to grind. 4 of 4 people found the following review helpful. Great reference book!!! By AP This book actually has the right formula. It neatly pulls all of the information together for the reader and puts it in an understandable tale of historical events. I just bought a second one for my Uncle who is a complete Mac-head, and now his son is enjoying it as well.

Two guys named Steve, working in a garage, created a prototype computer designed to be different in a way no one thought possible: It would be easy to use. Those two Steves, one now a billionaire and still at the head of Apple, not only succeeded with that product, but they also broke ground in the business world in ways few thought possible: They proved you could not only have fun at work, but pursuing a capitalist dream could be hip. How did Apple do it? How did it go from making computers that made a difference but not much of a dent in the overall market to creating a device (the iPod) and a music service (iTunes) that has changed the way we buy and experience music? And how did the Macintosh and its successors capture the hearts and minds of computer users so deeply that being a Mac person makes you a member of a special club? That's what this book is all about. As author Jason D. O'Grady shows, Apple is a rare company?one that is not afraid to think about a future that does not exist and turn it into reality. Critics have written Apple off time and again, yet it rises from the ashes to astound the critics and delight its customers. That's not luck or happenstance?it's vision, dedication, and persistence. Besides delighting Apple aficionados, this book will inspire students eager to launch a business career or work in the technology sector. Apple has never been afraid to chart its own path, and readers will learn what makes the company tick.

"Describing Apple Inc. as the 'little company that could,' O'Grady (who has written for Macintosh trade magazines and who has a Web site devoted to applications related to Apple products), traces the history of the company founded by Steve Jobs in 1977 as Apple Computers. The book includes an illustrated timeline of its hardware and software innovations; information on key players; competition; financial data; Macworld Expo; and trivia (e.g., the Macintosh was nearly named the Bicycle). But missing from the discussion of the company's future prospects is a possible successor to the apparently ailing Jobs." - SciTech Book News About the Author JASON D. O'GRADY has written for many Macintosh trade magazines, including MacWorld, MacWEEK, and MacPower (Japan). He has also been interviewed on ABC, NPR, NBC, and BBC radio, and featured in the New York Times, Wall Street Journal, and USA Today. O'Grady runs O'Grady's PowerPage.org, a Web site devoted to mobile applications related to Apple products.