

[PDF] Apple Confidential: The Real Story Of Apple Computer, Inc.

Owen Linzmayer - pdf download free book

Books Details:

Title: Apple Confidential: The Real

Author: Owen Linzmayer

Released: 1999-05-08

Language:

Pages: 280

ISBN: 188641128X

ISBN13: 978-1886411289

ASIN: 188641128X



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Description:

Owen Linzmayer's *Apple Confidential* is subtitled *The Real Story of Apple Computer, Inc.*, and while nobody will ever know the complete, "real" story about Apple, Linzmayer's is probably as close as they come. Having covered Apple news since 1980, he offers extensive insider details about Steve Jobs, Steve Wozniak, John Sculley, Gilbert Amelio, Bill Gates, and other major players whose lives were (and are) intertwined with Apple's history. And along the way, we also learn about lesser-known figures whose stories have remained hidden in the Apple myth: Ronald Gerald Wayne, for example, who was actually a partner with Wozniak and Jobs in the original incarnation of the company, but who sold his share when he realized he would be financially vulnerable if it should fail.

Linzmayer's tale does have a few drawbacks. Because he mixes a chronological narrative with chapters that focus on key points in the Apple story, he sometimes repeats himself. Case in point: the chapter "Big Bad Blunders" makes a great record of Apple's failures, but the story of the exploding Powerbook 5300s is duplicated at later points. Nonetheless, *Apple Confidential* is rife with gems that will appeal to Apple fanatics and followers of the computer industry. Especially enjoyable are the revelation of "Easter eggs" that are hidden in several versions of the Mac operating system; the many screen shots, timelines, and telling quotes from Jobs, Gates, Wozniak and others that populate the margins and concluding sections of each chapter; the "Code Names Uncovered" section that makes public the monikers of several secret Apple projects; and Bill Gates's 1985 letter to John Sculley and Jean Louis Gasse pleading for Apple to license Mac technology and develop a "standard personal computer." --*Patrick O'Kelley*

From Library Journal For your Mac community, you can't go wrong with these titles. 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. Poole's *MacWorld Mac OS 8.5 Bible* completely explains Mac 8.5, the newest operating system upgrade.

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