

Apple Confidential The Real Story Of Apple Computer Inc

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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 ...

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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Synopsis. 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 ...

In Apple Confidential, 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.

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

"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. 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.

Counterculture, while commonly used to describe youth-oriented movements during the 1960s, refers to any attempt to challenge or change conventional values and practices or the dominant lifestyles of the day. This fascinating three-volume set explores these movements in America from colonial times to the present in colorful detail. "American Countercultures" is the first reference work to examine the impact of countercultural movements on American social history. It highlights the writings, recordings, and visual works produced by these movements to educate, inspire, and incite action in all eras of the nation's history. A-Z entries provide a wealth of information on personalities, places, events, concepts, beliefs, groups, and practices. The set includes numerous illustrations, a topic finder, primary source documents, a bibliography and a filmography, and an index.

By and large, the histories of East and West Germany have been studied in relative isolation. And yet, for all their differences, the historical trajectories of both nations were interrelated in complex ways, shaped by economic crises, social and cultural changes, protest movements, and other phenomena so diffuse that they could hardly be contained by the Iron Curtain. Accordingly, A History Shared and Divided offers a collective portrait of the two Germanies that is both broad and deep. It brings together comprehensive thematic surveys by specialists in social history, media, education, the environment, and similar topics to assemble a monumental account of both nations from the crises of the 1970s to—and beyond—the reunification era.

This eBook bibliography on the history of the personal computer and the industry contains over 280 book notations and over 250 periodical notations. It also contains a reprint of an article by the author entitled "What Was the First Personal Computer?"

Argues that strict legal guidelines prove insensitive to the diverse forms of cultural expression prevalent in the United States

The bursting of the 'dotcom bubble' and the terrorist attacks of September 11, 2001, have brought into question received wisdom about strategy. This volume reviews the lessons to be learnt from these events, and proposes that, as a result, strategy in the twenty-first century will have to develop along new lines. Comprising a series of outstanding contributions by experts in the field, the collection focuses on changes that are occurring in how strategy is viewed, formulated and analysed, and looks forward to the future of strategic management. It discusses the emergence of new modes of thinking, new models, and new processes, and lays foundations on which strategy can build in future.

The authors have done a masterful job of charting the important story of DARPA, one of the key catalysts of technological innovation in US recent history. By plotting the development, achievements and structure of the leading world agency of this kind, this book stimulates new thinking in the field of technological innovation with bearing on how to respond to climate change, pandemics, cyber security and other global problems of our time. The DARPA Model provides a useful guide for governmental agency and policy leaders, and for anybody interested in the role of governments in technological innovation. —Dr. Kent Hughes, Woodrow Wilson International Center for Scholars This volume contains a remarkable collection of extremely insightful articles on the world’s most successful advanced technology agency. Drafted by the leading US experts on DARPA, it provides a variety of perspectives that in turn benefit from being presented together in a comprehensive volume. It reviews DARPA’s unique role in the U.S. innovation system, as well as the challenges DARPA and its clones face today. As the American model is being considered for adoption by a number of countries worldwide, this book makes a welcome and timely contribution to the policy dialogue on the role played by governments in stimulating technological innovation. — Prof. Charles Wessner, Georgetown University The U.S. Defense Advanced Research Projects Agency (DARPA) has played a remarkable role in the creation new transformative technologies, revolutionizing defense with drones and precision-guided munitions, and transforming civilian life with portable GPS receivers, voice-recognition software, self-driving cars, unmanned aerial vehicles, and, most famously, the ARPANET and its successor, the Internet. Other parts of the U.S. Government and some foreign governments have tried to apply the ‘DARPA model’ to help develop valuable new technologies. But how and why has DARPA succeeded? Which features of its operation and environment contribute to this success? And what lessons does its experience offer for other U.S. agencies and other governments that want to develop and demonstrate their own ‘transformative technologies’? This book is a remarkable collection of leading academic research on DARPA from a wide range of perspectives, combining to chart an important story from the Agency’s founding in the wake of Sputnik, to the current attempts to adapt it to use by other federal agencies. Informative and insightful, this guide is essential reading for political and policy leaders, as well as researchers and students interested in understanding the success of this agency and the lessons it offers to others.

The Concise Encyclopedia of Computer Science has been adapted from the full Fourth Edition to meet the needs of students, teachers and professional computer users in science and industry. As an ideal desktop reference, it contains shorter versions of 60% of the articles found in the Fourth Edition, putting computer knowledge at your fingertips. Organised to work for you, it has several features that make it an invaluable and accessible reference. These include: Cross references to closely related articles to ensure that you don’t miss relevant information Appendices covering abbreviations and acronyms, notation and units, and a timeline of significant milestones in computing have been included to ensure that you get the most from the book. A comprehensive index containing article titles, names of persons cited, references to sub-categories and important words in general usage, guarantees that you can easily find the information you need. Classification of articles around the following nine main themes allows you to follow a self study regime in a particular area: Hardware Computer Systems Information and Data Software Mathematics of Computing Theory of Computation Methodologies Applications Computing Milieux. Presenting a wide ranging perspective on the key concepts and developments that define the discipline, the Concise Encyclopedia of Computer Science is a valuable reference for all computer users.

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