

The Cult Of Mac

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~~Cult of Mac | Tech and culture through an Apple lens~~

The Cult of Mac is the first book about Macintosh culture, arguably the largest distinct subculture in computing. Written by Wired News managing editor Leander Kahney, The Cult of Mac is an in-depth look at Mac users and their unique, creative, and often very funny culture. Like fans of a football team or a rock group, Macintosh fans have their own customs, with clearly defined obsessions, rites and passages.

~~The Cult of Mac: Kahney, Leander: 0689145712209: Amazon ...~~

It's been nearly fifteen years since Apple fans raved over the first edition of the critically-acclaimed The Cult of Mac. This long-awaited second edition brings the reader into the world of Apple today while also filling in the missing history since the 2004 edition, including the creation of Apple brand loyalty, the introduction of the iPhone, and the death of Steve Jobs.

~~The Cult of Mac, 2nd Edition: Kahney, Leander, Pierini ...~~

The Cult of Mac surveys the devoted following that has grown up around Macintosh computers. Like fans of a football team or a rock group, Macintosh fanatics have their own subculture, with clearly defined obsessions, rites, an There is no product on the planet that

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enjoys the devotion of a Macintosh computer.

~~The Cult of Mac by Leander Kahney — Goodreads~~

The Cult of Mac is a book by Leander Kahney. The book discusses fanaticism about the Apple product line and brand loyalty. Kahney released a later book titled The Cult of iPod. The cover of the book features the Apple logo shaved into the back of a person's head. See also. Apple evangelist; Reality distortion field

~~The Cult of Mac — Wikipedia~~

Apple Watch, Apple Watch bands, Apple Watch straps, iWatch bands, iWatch strap, Apple Watch sport bands, Apple Watch leather bands, iWatch, Apple Watch accessories, Series 2, 3 and 4 Apple, Apple Watch Store, Cult of Mac Watch Store, Watch Store, watchbands, watch bands, Apple Watch chargers, Apple Watch stands

~~Apple Watch Store | Cult of Mac — Cult of Mac Store~~

Cult of Mac is a daily news website that follows everything Apple. Our goal is to provide timely news, insightful analysis, helpful how-tos and honest reviews. Our goal is to provide timely news,...

~~About the Cult of Mac Watch Store — Cult of Mac Store~~

Cult of Mac Deals scours the web for the newest software, gadgets & web services. Explore our giveaways, bundles, Pay What You Want deals & more.

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Cult of Mac - Video games have sure come a long way in the last 30 years. But if you experienced the early days of Nintendo, the golden age of gaming looks like NES and Game Boy. These deals retro gaming gear are a must-see for anyone with love for the classic era of gaming. Retro TV Game Console – 64% off This ...

~~Relive the golden days of gaming with these classic ...~~

Back in 2004, then-Wired editor Leander Kahney published The Cult of Mac, a photo-filled book containing an array of anecdotes about fans, collectors, and others with special connections to Apple...

~~Apple's Most Devoted Fans Once Again Take Center Stage in ...~~

The long-awaited The Cult of Mac, 2nd Edition brings the reader into the world of Apple today, including the creation of Apple brand loyalty, the introduction of the iPhone, and the death of Steve

~~The Cult of Mac, 2nd Edition | No Starch Press~~

cgjherr (Jack Herrington) writes "The Cult of Mac, a new book by Leander Kahney, is a love letter to the Macintosh community. The book seeks to simultaneously define and evangelize the Apple cultural phenomenon. With 25 million users (in the author's estimation) there is a lot of culture to go around...

~~The Cult of Mac — Slashdot~~

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~~The Cult of Mac, 2nd Edition by Leander Kahney, David ...~~

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~~—The Cult of Mac, 2nd Edition on Apple Books~~

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Describes the psyche of Macintosh fans and the subculture they have created.

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As with any subculture, Apple fans have their own customs, obsessions, and rites of passage - from waiting in line to spend thousands of dollars on the newest Apple product, to attending Macworld year after year. This thoroughly revised edition of The Cult of Mac takes us into the world of today's Apple fan with sections covering things like an opera based on the life of Steve Jobs, repurposing old Macs, professional photography taken with iPhones, Mac Museums created by fans around the world, as well as how Apple Inc. and its public face has changed following the death of Steve Jobs.

Describes how the iPod is changing listening behavior, music, and culture.

"This is a Borzoi book published by Alfred A. Knopf."

Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership,

supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.

One of USA Today's Best Business Books of 2008--now updated with a new chapter It's hard to believe that one man revolutionized computers in the 1970s and '80s (with the Apple II and the Mac), animated movies in the 1990s (with Pixar), and digital music in the 2000s (with the iPod and iTunes). No wonder some people worship Steve Jobs like a god. On the other hand, stories of his epic tantrums and general bad behavior are legendary. Inside Steve's Brain cuts through the cult of personality that surrounds Jobs to unearth the secrets to his unbelievable results. So what's really inside Steve's brain? According to Leander Kahney, who has covered Jobs since the early 1990s, it's a fascinating bundle of contradictions. This expanded edition includes a new chapter on Jobs's very public health crisis and the debate about Apple's future.

"The bestselling author of Inside Steve's Brain profiles Apple's legendary chief designer, Jonathan Ive. Jony Ive's designs have not only made Apple one of the most valuable companies in the world; they've overturned entire industries, from music and mobile phones to PCs and tablets. But for someone who has changed the world as much as he has, little is widely known about Apple's senior vice president of industrial design. Unlike his former boss and creative partner Steve Jobs, Ive shuns the spotlight. Naturally shy and soft-spoken, he lets his work speak for itself and concerns himself only with his craft"--

A masterful and eye-opening examination of Trump and the coercive control tactics he uses to build a fanatical devotion in his supporters written by "an authority on breaking away from cults...an argument that...bears consideration as the next election cycle heats up" (Kirkus Reviews). Since the 2016 election, Donald Trump's behavior has become both more disturbing and yet increasingly familiar. He relies on phrases like, "fake news," "build the wall," and continues to spread the divisive mentality of us-vs.-them. He lies constantly, has no conscience, never admits when he is wrong, and projects all of his shortcomings on to others. He has become more authoritarian, more outrageous, and yet many of his followers remain blindly devoted. Scott Adams, the creator of Dilbert and a major Trump supporter, calls him one of the most persuasive people living. His need to squash alternate information and his insistence of constant ego stroking are all characteristics of other famous leaders—cult leaders. In *The Cult of Trump*, mind control and licensed mental health expert Steven Hassan draws parallels between our current president and people like Jim Jones, David Koresh, Ron Hubbard, and Sun Myung Moon, arguing that this presidency is in many ways like a destructive cult. He specifically details the ways in which people are influenced through an array of social psychology methods and how they become fiercely loyal and obedient. Hassan was a former "Moonie" himself, and he presents a "thoughtful and well-researched analysis of some of the most puzzling aspects of the current presidency, including the remarkable passivity of fellow Republicans [and] the gross pandering of many members of the press" (Thomas G. Gutheil, MD and professor of psychiatry, Harvard Medical School). *The Cult of Trump* is an accessible and in-depth analysis of the president, showing that under the right circumstances, even sane, rational, well-adjusted people can be persuaded to believe the most outrageous ideas. "This book is a must for anyone who wants to understand the current political climate" (Judith Stevens-Long, PhD and author of *Living Well, Dying Well*).

Apple isn't just a design and innovation powerhouse. It's also the greatest sales machine you've never heard of. In twenty-two years with the Cupertino band, Michael Hageloh saw

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it all. The era of beige boxes and clueless CEOs. The company ' s near death. The return of Steve Jobs. Triumphs like the iPod, iTunes, and the iPhone. But you know that story. What you don ' t know is that it was a sales operation built around music, storytelling, and passion that let Apple not only survive the hard times, but eventually change the world. Now Michael—engineer, drummer, raconteur, and closer of nearly one billion dollars in Apple sales—takes you inside the sales culture that made Apple the world ' s first trillion-dollar corporation. The big secret? Music. Music has been part of Apple ' s DNA since the beginning, and in *Live from Cupertino*, Michael takes you inside a one-of-a-kind selling culture that ' s amazingly similar to the process of taking music from rehearsal to live performance. If you ' re dying to know how Apple did it, *Live from Cupertino* is your first chance to learn company secrets from someone who was there from the beginning.

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