



Apple Confidential: The Real Story of Apple Computer, Inc.

Owen Linzmayer

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Apple Confidential: The Real Story of Apple Computer, Inc. Owen Linzmayer

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. Backed by exhaustive research, the book debunks many of the myths and half-truths surrounding Apple, the Macintosh, and its creators. Linzmayer looks into secret archives, interviews key players, and tells the real stories behind the hype.



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