



Apple Inc. (Corporations That Changed the World)

By Jason D. O'Grady

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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.

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Editorial Review

Review

"Describing Apple Inc. as the 'little company that could,' O'Grady (who has written for McIntosh 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.

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