

# Apple Confidential 2.0



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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.

作者介绍:

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## 标签

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## 评论

苹果引力。

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有关Apple 早期创业历程最好的一本书，会很有启发，可读性也非常好;)：“Steve is going to fuck Gil so hard that his eardrums will pop.” Anonymous Apple alumnus on CEO Gilbert Amelio bring back Steve Jobs.)

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## 书评

这本书资料收集的很详细 被章节后的chronicle line也很不错  
没有自以为是夸夸其谈的评论和梦呓般成功学案例（我说的就是wired那位Leander Kahney,没人觉得他和国内某“资深苹果评论家”很像么) 只有详实的史料  
人们为了什么看书，尤其是苹果、steve的书？在近几年巨大成功的...

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想挖点苹果内幕的话，就看这本书。  
当然经营分析方面少了点，所以说这本书面向的是苹果的Fans，而不是IT的闯将们。

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