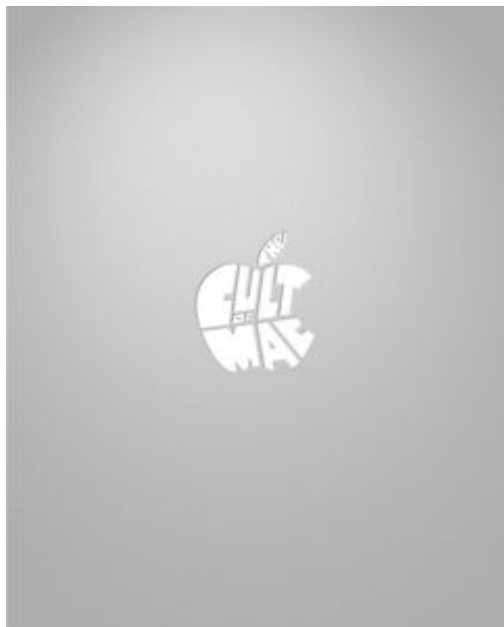


The Cult Of Mac, 2nd Edition - Leander Kahney & David Pierini Read Ebooks [EN] PDF, EPub, Mobi



The Cult of Mac, 2nd Edition Leander Kahney & David Pierini Read ebooks [EN] PDF, ePub, Mobi, 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.

As with any powerful 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 for creative expression, 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.

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