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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.

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The story starts with the two Steves making and selling boxes to confuse the phone system into granting free calls. It chronicals the development of Apple computer from the first Apple through the Lisa, endless varieties of Macintosh and today's iPod. Throughout the story, the massive ups and colossal failures of this American instution are laid bare.

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In Apple Confidential, 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.

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