

The Story Of Apple - Adam Sutherland

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The entertaining and accessible text tells the story of the Apple computer company, starting with its founding by Steve Jobs and Steve Wozniak in the late 1970s and continuing to current activity. The text discusses Apple's groundbreaking products, from the first personal computer, the Apple II, to today's wildly popular music and mobile communications devices, the iPod, iPad, and iPhone. Along the way, readers will learn about Apple's philosophy for developing technological products that everyone will want to use, as well as the inspired business planning that has allowed Apple to survive and thrive. Sidebars explain business concepts and profile the people who are the brains behind the brand. Colorful photos and design enliven appeal to all readers. Author: Sutherland, Adam Publisher: Rosen Central Illustration: N Language: ENG Title: The Story of Apple Pages: 00048 (Encrypted PDF) On Sale: 2012-01-15 SKU-13/ISBN: 9781448870400 Category: Juvenile Nonfiction : Computers - General Category: Juvenile Nonfiction : Technology - General Category: Juvenile Nonfiction : Business & Economics

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