The Cult Of Mac

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Live from Cupertino - Michael Hageloh 2019-10-29
Apple isn't just a design and innovation powerhouse. It's also the greatest sales machine you've never heard of. In twenty-two years with the Cupertino band, Michael Hageloh saw it all. The era of beige boxes and clueless CEOs. The company's near death. The return of Steve Jobs. Triumphs like the iPod, iTunes, and the iPhone. But you know that story. What you don't know is that it was a sales operation built around music, storytelling, and passion that let Apple not only survive the hard times, but eventually change the world. Now Michael—engineer, drummer, raconteur, and closer of nearly one billion dollars in Apple sales—takes you inside the sales culture that made Apple the world's first trillion-dollar corporation. The big secret? Music. Music has been part of Apple's DNA since the beginning, and in Live from Cupertino, Michael takes you inside a one-of-a-kind selling culture that's amazingly similar to the process of taking music from rehearsal to live

performance. If you're dying to know how Apple did it, Live from Cupertino is your first chance to learn company secrets from someone who was there from the beginning.

Apple Design - Friedrich von Borries 2011
This volume compares various approaches to design and casts light on numerous aspects of design history, deepening one's understanding of contemporary industrial design."

Most Dope - Paul Cantor 2022-01-18
The first biography of rapper Mac Miller, the Pittsburgh cult favorite–turned–rap superstar who touched the lives of millions before tragically passing away at the age of twenty-six Malcolm James McCormick was born on January 19, 1992. He began making music at a young age and by fifteen was already releasing mixtapes. One of the first true viral superstars, his early records earned him a rabid legion of die-hard fans—as well as a few noteworthy detractors. But despite his undeniable success, Miller was plagued by struggles with substance abuse and depression, both of which fueled his raw and genre-defying music yet ultimately led to his demise. Through detailed reporting and interviews with dozens of Miller's confidants, Paul Cantor brings you to leafy Pittsburgh, seductive Los Angeles, and frenzied New York, where you will meet Miller's collaborators, producers, business partners, best friends, and even his roommates. Traveling deep into Miller's inner circle, behind the curtain, the velvet ropes, and studio doors, Most Dope tells the story of a passionate, gifted young man who achieved his life's ambition, only to be undone by his personal demons. Most Dope is part love letter, part cautionary tale, never shying away from the raw, visceral way Mac Miller lived his life.

Mac OS X Internals - Amit Singh 2006-06-19
Mac OS X was released in March 2001, but many components, such as Mach and

BSD, are considerably older. Understanding the design, implementation, and workings of Mac OS X requires examination of several technologies that differ in their age, origins, philosophies, and roles. Mac OS X Internals: A Systems Approach is the first book that dissects the internals of the system, presenting a detailed picture that grows incrementally as you read. For example, you will learn the roles of the firmware, the bootloader, the Mach and BSD kernel components (including the process, virtual memory, IPC, and file system layers), the object-oriented I/O Kit driver framework, user libraries, and other core pieces of software. You will learn how these pieces connect and work internally, where they originated, and how they evolved. The book also covers several key areas of the Intel-based Macintosh computers. A solid understanding of system internals is immensely useful in design, development, and debugging for programmers of various skill levels. System programmers can use the book as a reference and to construct a better picture of how the core system works. Application programmers can gain a deeper understanding of how their applications interact with the system. System administrators and power users can use the book to harness the power of the rich environment offered by Mac OS X. Finally, members of the Windows, Linux, BSD, and other Unix communities will find the book valuable in comparing and contrasting Mac OS X with their respective systems. Mac OS X Internals focuses on the technical aspects of OS X and is so full of extremely useful information and programming examples that it will definitely become a mandatory tool for every Mac OS X programmer.

Cults - Max Cutler 2022-07-12 Mystery. Manipulation. Murder. Cults are associated with all of these. But what really goes on inside them? More specifically, what goes on inside the minds of cult leaders and the people who join them?

Based on the hit podcast Cults, this is essential reading for any true crime fan. Cults prey on the very attributes that make us human: our desire to belong, to find a deeper meaning in life, to live everyday with divine purpose. Their existence creates a sense that any one of us, at any time, could step off the cliff's edge and fall into that daunting abyss of manipulation and unhinged dedication to a misplaced cause. Perhaps it's this mindset that keeps us so utterly obsessed and desperate to learn more, or it's that the stories are so bizarre and unsettling that we are simply in awe of the mechanics that make these infamous groups tick. The premier storytelling podcast studio Parcast has been focusing on unearthing these mechanics—the cult leaders and followers, and the world and culture that gave birth to both. Parcast's work in analyzing dozens of case studies has revealed patterns: distinct ways that cult leaders from different generations resemble one another. What links the ten notorious figures profiled in Cults are as disturbing as they are stunning—from Manson to Applewhite, Koresh to Raël, the stories woven here are both spellbinding and disturbing. Cults is more than just a compilation of grisly biographies, however. In these pages, Parcast's founder Max Cutler and national bestselling author Kevin Conley look closely at the lives of some of the most disreputable cult figures and tell the stories of their rise to power and fall from grace, sanity, and decency. Beyond that, it is a study of humanity, an unflinching look at what happens when the most vulnerable recesses of the mind are manipulated and how the things we hold most sacred can be twisted into the lowest form of malevolence.

Master Your Mac - Matthew Cone 2012
Provides information to quickly improve and customize a Mac computer, enable undocumented Mac OS X features, automate tedious

tasks, handle media, and troubleshoot disk issues.

Jony Ive - Leander Kahney 2013-11-18
An intimate look at the legendary British designer behind Apple's most iconic products - including the Apple Watch With the death of Steve Jobs in 2011, JONY IVE has become the most important person at Apple. Some would argue he always was. Steve Jobs discovered Ive in 1997, when he found the scruffy British designer toiling away in a studio surrounded by hundreds of sketches and prototypes. Jobs instantly realised he had found a talent who could reverse Apple's decline, and become his 'spiritual partner'. Their collaboration produced iconic products including the iMac, iPod, iPad and iPhone. Designs that overturned entire industries and created the world's most powerful brand. Little has been known about this shy, softly-spoken designer. Until now. This riveting book tells the story of a creative genius, from his early interest in industrial design to his meteoric rise, as well as the principles and practices that led Ive to become the designer of his generation. 'Sheds new light on technology's most-watched design team' Observer 'A real pleasure' GQ Leander Kahney has covered Apple for more than a dozen years and has written three popular books about Apple and the culture of its followers, including Inside Steve's Brain and Cult of Mac. The former news editor for Wired.com, he is currently the editor and publisher of CultofMac.com. He lives in San Francisco.

The Cult of Mac - Leander Kahney 2004-11-01
There is no product on the planet that enjoys the devotion of a Macintosh computer. Famously dedicated to their machines, many Mac fans eat, sleep, and breathe Macintosh. The Cult of Mac is the first book about Macintosh culture, arguably the largest distinct subculture in computing. Written by Wired News managing editor Leander

Kahney, The Cult of Mac is an in-depth look at Mac users and their unique, creative, and often very funny culture. Like fans of a football team or a rock group, Macintosh fans have their own customs, with clearly defined obsessions, rites and passages. From people who get Mac tattoos and haircuts, to those who furnish their apartments with empty Mac boxes, this book details Mac fandom in all of its forms. The paperback edition includes an all-new chapter about the iPod, updates throughout, and new photos that reflect current Apple technology.

The Cult of Mac, 2nd Edition - Leander Kahney 2019-12-05 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. Apple is a global luxury brand whose products range from mobile phones and tablets to streaming TVs and smart home speakers. Yet despite this dominance, a distinct subculture persists, which celebrates the ways in which Apple products seem to encourage self-expression, identity, and innovation. The beautifully designed second edition of The Cult of Mac takes you inside today's Apple fandom to explore how devotions--new and old--keep the fire burning. Join journalists Leander Kahney and David Pierini as they explore how enthusiastic fans line up for the latest product releases, and how artists pay tribute to Steve Jobs' legacy in sculpture and opera. Learn why some photographers and filmmakers have eschewed traditional gear in favor of iPhone cameras. Discover a community of collectors around the world who spend tens of thousands of dollars to buy, restore, and enshrine Apple artifacts, like the Newton MessagePad and

Apple II. Whether you're an Apple fan or just a casual observer, this second edition of The Cult of Mac is sure to reveal more than a few surprises, offering an intimate look at some of the most dedicated members in the Apple community.

The Apple Revolution - Luke Dormehl 2012-08-02 On 26 May, 2010 Apple Inc. passed Microsoft in valuation as the world's largest technology company. Its consumer electronic products - ranging from computers to mobile phones to portable media devices, not to mention its iTunes, iBook and App Store - have influenced nearly every facet of our lives, and it shows no sign of slowing down. But how did Apple - a company set up in the back room of a house by two friends, and one that always marketed itself as the underdog - become the marketplace leader (and the world's second largest company overall), and is it a good thing to have one company hold so much power? In The Apple Revolution Luke

Dormehl shares the inside story of how Apple Inc. came to be; from the formation of the company's philosophies and user-friendly ethos, to the "iPod moment" and global domination, leaving you with a deep understanding of how it was created, why it has flourished, and where it might be going next.

The Apple Way - Jeffrey L. Cruikshank 2006-01-06 Most hardware and software companies experience cycles of success and failure, that pattern is certainly not a compelling publishing topic. When you add in the name of Apple Computer, the picture changes from ho-hum to humdinger though. Right now, Apple's shares have surged to a 4-year high, and along with the runaway success of Apple's iPod (10 million iPods sold as of Dec 2004, and 2 million+ units sold in the last 3 months alone), Apple stock seems poised to only increase in value. There's a "halo" effect beginning to take hold – simple put, consumers and business people alike are so impressed

with iPod's technology and success that they're taking a second look at other Apple products and in particular Macintosh computers. If the current trends continue, Apple will have sparked yet another revolution in the personal computer arena, and will regain ground many thought was lost for good. The Apple Way shows how this company's steps and missteps have molded and shaped them, and what lessons the world at large can learn from Apple. Apple has emerged as a Wall Street phenomenon with its stock increasing in value some 250% in the past year Uses the proven pedagogy of the existing Way books to provide bite-sized business success maxims and Apple's underlying guiding principles Includes lessons learned the hard way by revealing the company's strengths and obstacles Cruikshank has played a role in developing the following M-H books: Pink Cadillac, Leadership Secrets of Colin Powell, What It Takes to Be Number One, The Essential Vince Lombardi, Get Better or Get Beaten (condensed edition), plus many others

Becoming Steve Jobs - Brent Schlender 2015-03-24 The #1 New York Times bestselling biography of how Steve Jobs became the most visionary CEO in history. Becoming Steve Jobs breaks down the conventional, one-dimensional view of Steve Jobs that he was half-genius, half-jerk from youth, an irascible and selfish leader who slighted friends and family alike. Becoming Steve Jobs answers the central question about the life and career of the Apple cofounder and CEO: How did a young man so reckless and arrogant that he was exiled from the company he founded become the most effective visionary business leader of our time, ultimately transforming the daily life of billions of people? Drawing on incredible and sometimes exclusive access, Schlender and Tetzeli tell a different story of a real human being who wrestled with his failings and learned to maximize his strengths over

time. Their rich, compelling narrative is filled with stories never told before from the people who knew Jobs best, including his family, former inner circle executives, and top people at Apple, Pixar and Disney, most notably Tim Cook, Jony Ive, Eddy Cue, Ed Catmull, John Lasseter, Robert Iger and many others. In addition, Schlender knew Jobs personally for 25 years and draws upon his many interviews with him, on and off the record, in writing the book. He and Tetzeli humanize the man and explain, rather than simply describe, his behavior. Along the way, the book provides rich context about the technology revolution we've all lived through, and the ways in which Jobs changed our world. A rich and revealing account, Becoming Steve Jobs shows us how one of the most colorful and compelling figures of our times was able to combine his unchanging, relentless passion with an evolution in management style to create one of the most valuable and beloved companies on the planet.

The Computer Science Activity Book - Christine Liu 2018-11-13
A hands-on introduction to computer science concepts for non-technical readers. Activities include word searches, mazes, "Find the Bug!" hunts, matching games, "Color by Boolean" (a twist on the classic Paint by Numbers), and more. The Computer Science Activity Book is the perfect companion for curious youngsters -- or grown-ups who think they'll never understand some of the basics of how computers work. Work through this brief, coloring book-like collection of fun and innovative hands-on exercises and learn some basic programming concepts and computer terminology that form the foundation of a STEM education. You'll learn a bit about historical figures like Charles Babbage, Ada Lovelace, Grace Hopper, and Alan Turing; how computers store data and run programs; and how the parts of a computer work together (like

the hard drive, RAM, and CPU).
Draw a garden of flowers using
loops, create creatures with
conditional statements, and
just have a bit of fun.

The Cult of Individualism -
Aaron Barlow 2013
American individualism: It is
the reason for American
success, but it also tears the
nation apart.

**The Secret History of Mac
Gaming** - Richard Moss
2018-03-22
The Macintosh challenged
games to be more than child's
play and quick reflexes. It
made human–computer
interaction friendly, inviting,
and intuitive. Mac gaming led
to much that is now taken for
granted by PC gamers and
spawned some of the biggest
franchises in video game
history. It allowed anyone to
create games and playful
software with ease, and gave
indie developers a home for
their products. It welcomed
strange ideas and encouraged
experimentation. It fostered
passionate and creative
communities who inspired and
challenged developers to do

better and to follow the Mac
mantra 'think different'.
Drawing on archive material
and interviews with key figures
from the era – and featuring
new material from Craig Fryar,
Apple's first Mac games
evangelist and the co-creator of
hit game Spectre – The Secret
History of Mac Gaming is the
story of those communities and
the game developers who
survived and thrived in an
ecosystem that was serially
ignored by the outside world.
It's a book about people who
followed their hearts first and
market trends second, showing
how clever, quirky, and
downright wonderful video
games could be.

Revolution in The Valley
[Paperback] - Andy Hertzfeld
2005
Describes the development of
the Apple Macintosh through a
variety of anecdotes,
photographs, and sketches.

iBauhaus - Nicholas Fox
Weber 2020-02-25
A rich, wide-ranging meditation
on the iPhone as direct
descendant of the 1930s
Bauhaus, one of the twentieth

century's most influential schools of art and design (summed up in Mies van der Rohe's dictum, "less is more") whose principle aim was to connect art and industry. From one of the leading authorities on the Bauhaus and modernism. Nicholas Fox Weber, in this deft, entertaining, and brilliant rumination on art and technology, writes of the iPhone as the essence of the Bauhaus principles of form following function--of honesty of design and materials that reflect the true nature of objects and buildings, favoring linear and geometrical forms; adhering to line, shape, and colors; synthesizing art to modern times; the fusion in design of art and technology. Weber, an authority and celebrant of twentieth-century modernism, ranging from the paintings of Balthus to the architecture of Le Corbusier, was a close associate of Anni and Josef Albers, the last living giants of the Bauhaus, and absorbed firsthand its truest beliefs. The Alberses emphasized their passion for "good design over bad art." Anni, a groundbreaking textile artist and printmaker, and Josef, a painter and color theorist and influential art teacher, stuck to "what was taught at the Bauhaus: the right use of materials, good technique, a purpose that serves all." Weber writes that the Bauhaus was not a style but an attitude: clear design and visual acuity as the embodiment of morality and honesty. And in iBauhaus, Weber explores how the iPhone, with its effective design and its versatility, honors these deepest beliefs, as well as the values that the Bauhaus sought to give to the world.

Macs For Dummies - Edward C. Baig 2009-01-06 Whether you're thinking of switching to a Macintosh computer, are looking into the latest Apple products, or have a Mac and want to learn about Mac OS X Leopard, then Macs For Dummies, 10th Edition will get you going. Here you'll learn all about how to compare the

different desktop and laptop models to choose your perfect match, make Mac OS X Leopard work your way, use the new iLife 2008 digital lifestyle applications, get online and connect to a wired or wireless network, and run Windows on your Mac so you can keep the Microsoft programs you need. You'll also discover how to: Navigate your way around the Mac interface and work with icons and folders Best utilize OS X, work with the new Photo Booth, and manage clutter with Exposé and Spaces Get connected, start a Web-browsing Safari, use e-mail and iChat, and shop online Join .Mac and take advantage of iDisk backups, IMAP mail, and Web Gallery Explore all that iTunes offers, process digital photos with iPhoto, make iMovies, and have fun with GarageBand Use Windows on your Mac and transfer Windows files It's a perfect time to join the Mac generation, especially if you're a Windows user who's been thinking of defecting. Macs For Dummies, 10th Edition will get you there, helping you pick peripherals, download freebie programs, set up user accounts, implement security secrets, troubleshoot your Mac, and experience the iLife. LaserWriter II - Tamara Shopsin 2021-10-19 A WIRED Pick for the 7 Books You Need to Read This Winter and one of Vox's 11 Titles Not to Miss From the incomparable New York Times and New Yorker illustrator Tamara Shopsin, a debut novel about a NYC printer repair technician who comes of age alongside the Apple computer—featuring original artistic designs by the author. LaserWriter II is a coming-of-age tale set in the legendary 90s indie NYC Mac repair shop TekServe—a voyage back in time to when the internet was new, when New York City was gritty, and when Apple made off-beat computers for weirdos. Our guide is Claire, a 19-year-old who barely speaks to her bohemian co-workers, but knows when it's time to snap on an antistatic bracelet. Tamara Shopsin brings us a

classically New York novel that couldn't feel more timely. Interweaving the history of digital technology with a tale both touchingly human and delightfully technical, Shopsin brings an idiosyncratic cast of characters to life with a light touch, a sharp eye, and an unmistakable voice. Filled with pixelated philosophy and lots of printers, LaserWriter II is, at its heart, a parable about an apple.

Inside Steve's Brain - Leander Kahney 2009-09-03 One of USA Today's Best Business Books of 2008-now updated with a new chapter It's hard to believe that one man revolutionized computers in the 1970s and '80s (with the Apple II and the Mac), animated movies in the 1990s (with Pixar), and digital music in the 2000s (with the iPod and iTunes). No wonder some people worship Steve Jobs like a god. On the other hand, stories of his epic tantrums and general bad behavior are legendary. Inside Steve's Brain cuts through the cult of personality that surrounds Jobs to unearth the secrets to his unbelievable results. So what's really inside Steve's brain? According to Leander Kahney, who has covered Jobs since the early 1990s, it's a fascinating bundle of contradictions. This expanded edition includes a new chapter on Jobs's very public health crisis and the debate about Apple's future.

Tim Cook - Leander Kahney 2019-04-16 Journalist Leander Kahney reveals how CEO Tim Cook has led Apple to astronomical success after the death of Steve Jobs in 2011. The death of Steve Jobs left a gaping void at one of the most innovative companies of all time. Jobs wasn't merely Apple's iconic founder and CEO; he was the living embodiment of a global megabrand. It was hard to imagine that anyone could fill his shoes--especially not Tim Cook, the intensely private executive who many thought of as Apple's "operations drone." But seven years later, as journalist Leander Kahney reveals in this definitive book, things at Apple couldn't be

better. Its stock has nearly tripled, making it the world's first trillion dollar company. Under Cook's principled leadership, Apple is pushing hard into renewable energy, labor and environmentally-friendly supply chains, user privacy, and highly-recyclable products. From the massive growth of the iPhone to lesser-known victories like the Apple Watch, Cook is leading Apple to a new era of success. Drawing on access with several Apple insiders, Kahney tells the inspiring story of how one man attempted to replace someone irreplaceable, and--through strong, humane leadership, supply chain savvy, and a commitment to his values--succeeded more than anyone had thought possible.

Inside Apple - Adam Lashinsky 2012-01-25
INSIDE APPLE reveals the secret systems, tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside. In this primer on leadership and innovation, the author will introduce readers to concepts like the "DRI" (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual ritual in which 100 up-and-coming executives are tapped a la Skull & Bones for a secret retreat with company founder Steve Jobs). Based on numerous interviews, the book offers exclusive new information about how Apple innovates, deals with its suppliers and is handling the transition into the Post Jobs Era. Lashinsky, a Senior Editor at Large for Fortune, knows the subject cold: In a 2008 cover story for the magazine entitled The Genius Behind Steve: Could Operations Whiz Tim Cook Run The Company Someday he predicted that Tim Cook, then an unknown, would eventually succeed Steve Jobs as CEO. While Inside Apple is ostensibly a deep dive into one,

unique company (and its ecosystem of suppliers, investors, employees and competitors), the lessons about Jobs, leadership, product design and marketing are universal. They should appeal to anyone hoping to bring some of that Apple magic to their own company, career, or creative endeavor.

The Cult of the Sacred Centre - Proinsias Mac Cana 2011

Cult of the Cat - Patricia Dale-Green 1963

Miss MacIntosh, My Darling - Marguerite Young 1993 Miss MacIntosh herself, who hails from What Cheer, Iowa, and seems downright and normal, with an incorruptible sense of humor and the desire to put an end to phantoms; Catherine Cartwheel, the opium lady, a recluse who is shut away in a great New England seaside house and entertains imaginary guests; Mr. Spitzer, the lawyer, musical composer and mystical space traveler, a gentle man,

wholly unsure of himself and of reality; his twin brother Peron, the gay and raffish gambler and virtuoso in the world of sports; Cousin Hannah, the horsewoman, balloonist, mountain-climber and militant Boston feminist, known as Al Hamad through all the seraglios of the East; Titus Bonebreaker of Chicago, wild man of God dreaming of a heavenly crown; the very efficient Christian hangman, Mr. Weed of the Wabash River Valley; a featherweight champion who meets his equal in a graveyard--these are a few who live with phantasmagorical vividness in the pages of Miss MacIntosh, My Darling.
Apple Confidential 2.0 - Owen W. Linzmayer 2004 Chronicles the best and the worst of Apple Computer's remarkable story.
The Cult of Mac - Leander Kahney 2019 Apple is a global luxury brand whose products range from mobile phones and tablets to streaming TVs and smart home speakers. Yet despite this dominance, a distinct

subculture persists, which celebrates the ways in which Apple products seem to encourage self-expression, identity, and innovation. The beautifully designed second edition of The Cult of Mac takes you inside today's Apple fandom to explore how devotions--new and old--keep the fire burning. Join journalists Leander Kahney and David Pierini as they explore how enthusiastic fans line up for the latest product releases, and how artists pay tribute to Steve Jobs' legacy in sculpture and opera. Learn why some photographers and filmmakers have eschewed traditional gear in favor of iPhone cameras. Discover a community of collectors around the world who spend tens of thousands of dollars to buy, restore, and enshrine Apple artifacts, like the Newton MessagePad and Apple II. Whether you're an Apple fan or just a casual observer, this second edition of The Cult of Mac is sure to reveal more than a few surprises, offering an intimate look at some of the most

dedicated members in the Apple community.
Designed by Apple in California - 2016-10-05

Insanely Great - Steven Levy 2000-06
The Newsweek technology writer chronicles the rise of the Mac, a machine that revolutionized the computer industry and American society. Original.
The Cult of Mac - Leander Kahney 2006-11-06
There is no product on the planet that enjoys the devotion of a Macintosh computer. Famously dedicated to their machines, many Mac fans eat, sleep, and breathe Macintosh. The Cult of Mac is the first book about Macintosh culture, arguably the largest distinct subculture in computing. Written by Wired News managing editor Leander Kahney, The Cult of Mac is an in-depth look at Mac users and their unique, creative, and often very funny culture. Like fans of a football team or a rock group, Macintosh fans have their own customs, with

clearly defined obsessions, rites and passages. From people who get Mac tattoos and haircuts, to those who furnish their apartments with empty Mac boxes, this book details Mac fandom in all of its forms. The paperback edition includes an all-new chapter about the iPod, updates throughout, and new photos that reflect current Apple technology.

William S. Burroughs and the Cult of Rock 'n' Roll - Casey Rae 2019-06-11 William S. Burroughs's fiction and essays are legendary, but his influence on music's counterculture has been less well documented—until now. Examining how one of America's most controversial literary figures altered the destinies of many notable and varied musicians, William S. Burroughs and the Cult of Rock 'n' Roll reveals the transformations in music history that can be traced to Burroughs. A heroin addict and a gay man, Burroughs rose to notoriety outside the conventional literary world; his masterpiece, Naked Lunch, was banned on the grounds of obscenity, but its nonlinear structure was just as daring as its content. Casey Rae brings to life Burroughs's parallel rise to fame among daring musicians of the 1960s, '70s, and '80s, when it became a rite of passage to hang out with the author or to experiment with his cut-up techniques for producing revolutionary lyrics (as the Beatles and Radiohead did). Whether they tell of him exploring the occult with David Bowie, providing Lou Reed with gritty depictions of street life, or counseling Patti Smith about coping with fame, the stories of Burroughs's backstage impact will transform the way you see America's cultural revolution—and the way you hear its music.

Insanely Simple - Ken Segall 2012-04-26 'Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end, because once you get there, you can

move mountains' Steve Jobs, BusinessWeek, May 25, 1998 To Steve Jobs, Simplicity wasn't just a design principle. It was a religion and a weapon. The obsession with Simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products, and how it connects with customers. It's by crushing the forces of Complexity that the company remains on its stellar trajectory. As creative director, Ken Segall played a key role in Apple's resurrection, helping to create such critical campaigns as 'Think Different' and naming the iMac. Insanely Simple is his insider's view of Jobs' world. It reveals the ten elements of Simplicity that have driven Apple's success - which you can use to propel your own organisation. Reading Insanely Simple, you'll be a fly on the wall inside a conference room with Steve Jobs, and on the receiving end of his midnight phone calls. You'll understand how his obsession with Simplicity helped Apple perform better and faster.

The Cult of We - Eliot Brown 2021-07-20 WALL STREET JOURNAL BESTSELLER • A FINANCIAL TIMES, FORTUNE, AND NPR BEST BOOK OF THE YEAR • "The riveting, definitive account of WeWork, one of the wildest business stories of our time."—Matt Levine, Money Stuff columnist, Bloomberg Opinion The definitive story of the rise and fall of WeWork (also depicted in the upcoming Apple TV+ series WeCrashed, starring Jared Leto and Anne Hathaway), by the real-life journalists whose Wall Street Journal reporting rocked the company and exposed a financial system drunk on the elixir of Silicon Valley innovation. LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD WeWork would be worth $10 trillion, more than any other company in the world. It wasn't

just an office space provider. It was a tech company—an AI startup, even. Its WeGrow schools and WeLive residences would revolutionize education and housing. One day, mused founder Adam Neumann, a Middle East peace accord would be signed in a WeWork. The company might help colonize Mars. And Neumann would become the world's first trillionaire. This was the vision of Neumann and his primary cheerleader, SoftBank's Masayoshi Son. In hindsight, their ambition for the company, whose primary business was subletting desks in slickly designed offices, seems like madness. Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth $47 billion—on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. Nearly $40 billion of value vaporized in one of corporate America's most spectacular meltdowns. Peppered with eye-popping, never-before-reported details, The Cult of We is the gripping story of careless and often absurd people—and the financial system they have made.
Mother Mother - Annie Macmanus 2021-05-27 THE SUNDAY TIMES TOP TEN

BESTSELLER, JUNE 2021 'Annie Macmanus is writer whose understanding and capturing of human nature comes as easily to her as breathing' CANDICE CARTY-WILLIAMS 'A work of gilded melancholy that is going to take everyone by surprise' UNA MULLALLY 'Macmanus writes with flair and confidence rarely seen in a debut' SINÉAD GLEESON One Saturday morning, TJ McConnell wakes up to find his mother, Mary, gone. He doesn't know where - or why - but he's the only one who can help find her. Mary grew up longing for information about the mother she never knew. Her brother could barely remember her, and their father numbed his pain with drink. Now aged thirty-seven, Mary has lived in the same house her whole life. She's never left Belfast. TJ, who's about to turn eighteen, is itching to see more of the world. But when his mother disappears, TJ begins to realise what he's been taking for granted. MOTHER MOTHER takes us down the challenging road of Mary's life while following TJ's increasingly desperate search for her, as he begins to discover what has led her to this point. This is a story about family, grief, addiction and motherhood, and it asks an important question - if you spend your life giving everything to the ones you love, do you risk losing yourself along the way? 'A brilliant book...that explores the brutal legacy of addiction and the consequences of a deep grief left to stagnate' Sara Cox 'A tender, surprising, occasionally bleak, moving and delicate book' Irish Times 'A study of grief, addiction and what it means to be a mother' Stylist 'Melancholy, beautifully unadorned prose' Mail on Sunday 'Unflinching and unsparing but also beautifully written' Daily Mail 'An incredible debut' Daily Mirror 'A page-turning exploration of grief, addiction, young motherhood and unbreakable family ties' British Vogue *The Book of Mac* - Donna-Claire Chesman 2021-10-26 An album-by-album celebration

of the life and music of Mac Miller through oral histories, intimate reflections, and critical examinations of his enduring work. "One of my most vivid memories of him is the way he would look at you while he was playing you a song. He tried to look you right in the eyes to see how you were feeling about it." —Will Kalson, friend and first manager Following Mac Miller's tragic passing in 2018, Donna-Claire Chesman dedicated a year to chronicling his work through the unique lens of her relationship to the music and Mac's singular relationship to his fans. Like many who'd been following him since he'd started releasing mixtapes at eighteen years old, she felt as if she'd come of age alongside the rapidly evolving artist, with his music being crucial to her personal development. "I want people to remember his humanity as they're listening to the music, to realize how much bravery and courage it takes to be that honest, be that self-aware, and be that real about things going on internally. He let us witness that entire journey. He never hid that." —Kehlani, friend and musician. The project evolved to include intimate interviews with many of Mac's closest friends and collaborators, from his Most Dope Family in Pittsburgh to the producers and musicians who assisted him in making his everlasting music, including Big Jerm, Rex Arrow, Wiz Khalifa, Benjy Grinberg, Just Blaze, Josh Berg, Syd, Thundercat, and more. These voices, along with the author's commentary, provide a vivid and poignant portrait of this astonishing artist—one who had just released a series of increasingly complex albums, demonstrating what a musical force he was and how heartbreaking it was to lose him. "As I'm reading the lyrics, it's crazy. It's him telling us that he hopes we can always respect him. I feel like this is a message from him, spiritually. A lot of the time, his music was like little letters and messages to his friends, family, and people he loved, to remind them of who he really was."

—Quentin Cuff, best friend and tour manager
Creative Selection - Ken Kocienda 2018-09-04
* WALL STREET JOURNAL BESTSELLER * An insider's account of Apple's creative process during the golden years of Steve Jobs. Hundreds of millions of people use Apple products every day; several thousand work on Apple's campus in Cupertino, California; but only a handful sit at the drawing board. Creative Selection recounts the life of one of the few who worked behind the scenes, a highly-respected software engineer who worked in the final years of the Steve Jobs era—the Golden Age of Apple. Ken Kocienda offers an inside look at Apple's creative process. For fifteen years, he was on the ground floor of the company as a specialist, directly responsible for experimenting with novel user interface concepts and writing powerful, easy-to-use software for products including the iPhone, the iPad, and the Safari web browser. His stories explain the symbiotic relationship between software and product development for those who have never dreamed of programming a computer, and reveal what it was like to work on the cutting edge of technology at one of the world's most admired companies. Kocienda shares moments of struggle and success, crisis and collaboration, illuminating each with lessons learned over his Apple career. He introduces the essential elements of innovation—inspiration, collaboration, craft, diligence, decisiveness, taste, and empathy—and uses these as a lens through which to understand productive work culture. An insider's tale of creativity and innovation at Apple, Creative Selection shows readers how a small group of people developed an evolutionary design model, and how they used this methodology to make groundbreaking and intuitive software which countless millions use every day.
Concrete Rose - Angie

Thomas 2021-01-12 International phenomenon Angie Thomas revisits Garden Heights seventeen years before the events of The Hate U Give in this searing and poignant exploration of Black boyhood and manhood. A Printz Honor Book! If there's one thing seventeen-year-old Maverick Carter knows, it's that a real man takes care of his family. As the son of a former gang legend, Mav does that the only way he knows how: dealing for the King Lords. With this money he can help his mom, who works two jobs while his dad's in prison. Life's not perfect, but with a fly girlfriend and a cousin who always has his back, Mav's got everything under control. Until, that is, Maverick finds out he's a father. Suddenly he has a baby, Seven, who depends on him for everything. But it's not so easy to sling dope, finish school, and raise a child. So when he's offered the chance to go straight, he takes it. In a world where he's expected to amount to nothing, maybe Mav can prove he's different. When King Lord blood runs through your veins, though, you can't just walk away. Loyalty, revenge, and responsibility threaten to tear Mav apart, especially after the brutal murder of a loved one. He'll have to figure out for himself what it really means to be a man.
The Cult of IPod - Leander Kahney 2005 Describes how the iPod is changing listening behavior, music, and culture.
Jony Ive - Leander Kahney 2014-10-28 "An adulating biography of Apple's left-brained wunderkind, whose work continues to revolutionize modern technology." —Kirkus Reviews In 1997, Steve Jobs discovered a scruffy British designer toiling away at Apple's headquarters, surrounded by hundreds of sketches and prototypes. Jony Ive's collaboration with Jobs would produce some of the world's most iconic technology products, including the iMac, iPod, iPad, and iPhone. Ive's work helped reverse Apple's

long decline, overturned entire industries, and created a huge global fan base. Yet little is known about the shy, soft-spoken whiz whom Jobs referred to as his "spiritual partner." Leander Kahney offers a detailed portrait of the English art school student with dyslexia who became the most acclaimed tech designer of his generation. Drawing on interviews with Ive's former colleagues and Apple insiders, Kahney "takes us inside the creation of these memorable objects." (The Wall Street Journal)

Mac Kung Fu - Keir Thomas 2012-12
Provides readers with time saving and productivity enhancing tips intended to improve their user experience with the Mac operating system.