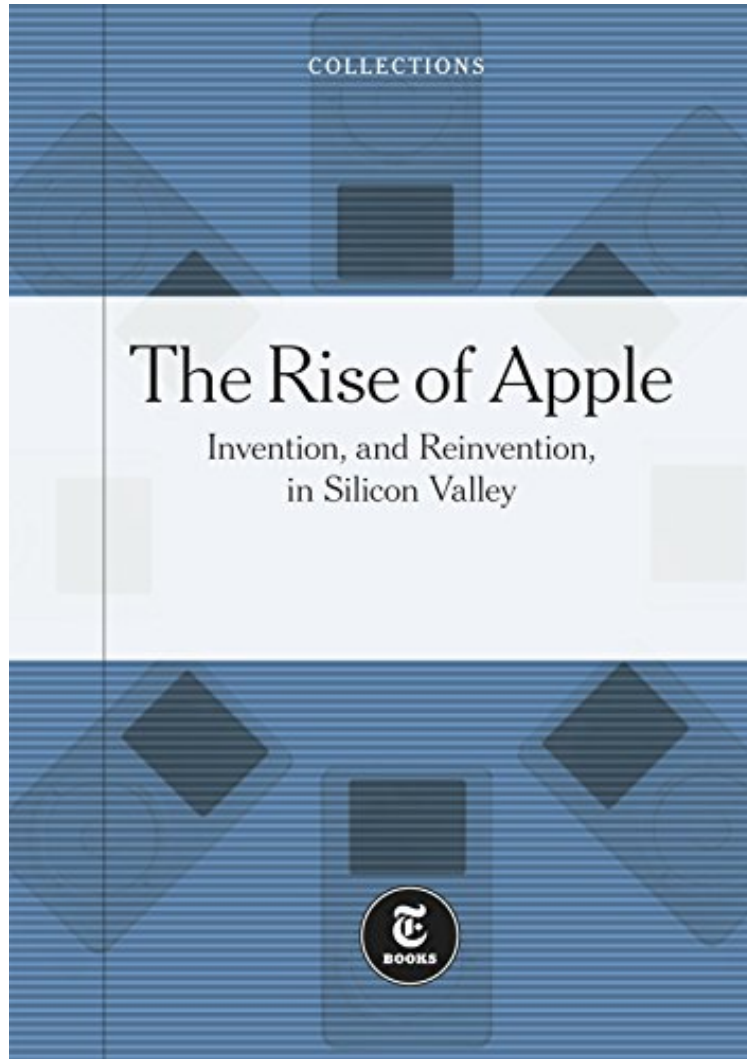


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The Rise of Apple

The New York Times
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The New York Times : The Rise of Apple before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rise of Apple:

3 of 3 people found the following review helpful. Missing the bridgesBy J. ShereshewskyThese recapitulations from Times articles are terrific and add a lot of time perspective to mega stories. But the Times needs an editor to insert the gaps and frame the events a bit better. An article, even a great article, is written at a given time and with a given perspective. Having someone TODAY to add the 'color commentary' between them would only make the experience better. What was happening then that we frankly couldn't see? How did major changes in the environment, the competition etc., impact the story. I am not suggesting that the Times produce history...someone else will do that, I'm certain. But I am suggesting that merely cutting and pasting isn't quite enough.2 of 2 people found the following

review helpful. An Apple a dayBy CustomerI grew up in the 80's with my first experience on a computer being the Apple IIe that got rolled into our classroom once a week. Oregon Trail was the first game I ever played. Being able to read these articles helped put a framework around my own experiences with technology over the years. Steve Jobs was Einstein with charisma!0 of 0 people found the following review helpful. The Rise of AppleBy ScriptoIf you're into Apple and their products and evolution then this is the book for you. A compilation of articles written about Apple. An outsider's assessment of Apple's "core". Lots of trivia and information on stuff you either didn't know or have forgotten. A refreshing reminder of the struggles and accomplishments of Apple. Recommend!

This e-single features writing from The New York Times archive on the rise of Apple Computer Inc., founded by Steven P. Jobs, Stephen Wozniak and A.C. (Mike) Markkula Jr., in 1976. The company helped to usher in the era of personal computers and then led a cultural transformation in the way we experience music, movies and mobile communications in the digital age. This collection of Times articles follows Apple from Mr. Jobs's ouster in 1985 through its struggles to remain competitive; to Mr. Jobs's return and creation of the iPod, the iPhone and the iPad; and finally, through the challenges it faces after the long illness and death of its visionary leader.