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Steves making

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and selling
boxes to confuse
the phone system
into granting
free calls. It
chronicals the
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from the first
Apple through
the Lisa,
endless varieties
of Macintosh and
today's iPod.

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story, the
massive ups and
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Geek Lore - The New York Times

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Apple's recent

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has some

tremendous

assets, but I

believe without

some attention,

the company

could, could,

could...I'm

searching for

the right

word—could,

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could die."

Apple Computer
Steve Jobs . At
the present
moment, Apple is
on the rebound
...

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Founder. Thanks
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powerful public
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machine to

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protect the
myths

surrounding the

company's

origin, almost

everyone

believes that

Apple was

started in a

garage by "the

two Steves,"

Stephen Gary

Wozniak, 25, and

Steven Paul

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Jobs, 21.
Apple Computer

**Review of Apple
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(9781886411289)
– Foreword ...**

Apple's name
recognition was
so low in Japan
in the early
1980s that
refrigerated
trucks were used
to deliver

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shipments of
Apple computers
because workers
thought that the
boxes contained
perishable
fruit. [7] The
first graphical
image ever
displayed on a
Mac prototype
was a picture of
Scrooge McDuck
playing the

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fiddle while
sitting on some
money bags.

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all interested
in the history
of Apple
Computer, read
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Computer, Inc.

It succeeds in
being both
informative and
enjoyable. It
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a cheery, nerdy
little book. It,
too, aims to
tell the story
of Apple's rise,
fall and recent

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renewal. But
this time, the
narrative covers
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Apple and Mac |**

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Fact Retriever

According to
Owen Linzmayer,
author of "Apple
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Steve Jobs
believed the
logo was much
too intellectual
and wasn't
suited for
reproduction in
small sizes.
It's plausible

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that this is the
reason, that

Steve Jobs in
April 1977 [4]

asked Rob

Janoff, art

director of the
advertising

company Regis

McKenna

Advertising, to

design a new

logo.

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