



# Apple: The Inside Story of Intrigue, Egomania, and Business Blunders

*Jim Carlton*

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## **Apple: The Inside Story of Intrigue, Egomania, and Business Blunders** Jim Carlton

Apple Computer, founded in 1976, was once a shining example of the American success story. The company launched the personal-computer revolution in 1978 with the Apple II. Then came the Macintosh computer, which had a 10-year jump on the industry. Sales peaked at \$11 billion in 1995. But by that time, Apple had become a troubled company wracked by a bitter internal struggle. Through interviews with more than 160 former employees, industry experts, & competitors -- including Bill Gates & John Sculley -- Carlton discovers confidential memos, late-night rendezvous, & fateful decisions that forever changed the company's path.

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Spent a free time to be fun activity to complete! A lot of people spent their down time with their family, or all their friends. Usually they carrying out activity like watching television, likely to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your current free time/ holiday? Could be reading a book might be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the guide untitled Apple: The Inside Story of Intrigue, Egomania, and Business Blunders can be excellent book to read. May be it might be best activity to you.

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