



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

Jim Carlton

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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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