The Cult Of Mac

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Cult of Mac | Tech and culture through an Apple lens
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.

The Cult of Mac: Kahney, Leander: 0689145712209:

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.

The Cult of Mac, 2nd Edition: Kahney, Leander, Pierini

The Cult of Mac surveys the devoted following that has grown up around Macintosh computers. Like fans of a football team or a rock group, Macintosh fanatics have their own subculture, with clearly defined obsessions, rites, an There is no product on the planet that enjoys the devotion of a Macintosh computer.

The Cult of Mac by Leander Kahney Goodreads
The Cult of Mac is a book by Leander Kahney. The
book discusses fanaticism about the Apple product
line and brand loyalty. Kahney released a later book
titled The Cult of iPod. The cover of the book features
the Apple logo shaved into the back of a person's
head. See also. Apple evangelist; Reality distortion
field

The Cult of Mac Wikipedia

Apple Watch, Apple Watch bands, Apple Watch straps, iWatch bands, iWatch strap, Apple Watch sport bands, Apple Watch leather bands, iWatch, Apple Watch accessories, Series 2, 3 and 4 Apple, Apple Watch Store, Cult of Mac Watch Store, Watch Store, watchbands, watch bands, Apple Watch chargers, Apple Watch stands

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The long-awaited The Cult of Mac, 2nd Edition brings the reader into the world of Apple today, including the creation of Apple brand loyalty, the introduction of the iPhone, and the death of Steve

cgjherr (Jack Herrington) writes "The Cult of Mac, a new book by Leander Kahney, is a love letter to the Macintosh community. The book seeks to simultaneously define and evangelize the Apple cultural phenomenon. With 25 million users (in the author's estimation) there is a lot of culture to go aroun...

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The Cult of Mac, 2nd Edition by Leander Kahney,

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The Cult of Mac, 2nd Edition on Apple Books
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