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Apple Confidential 2.0, from start to finish, is a continual source of information on Apple Computer and the people involved, from the beginnings in a bedroom (you have to read the book to find out) to the present day activities of Steve Jobs as head of Apple and Pixar.

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Most of Apple's codenames from the 1980s and 1990s are provided by the book Apple Confidential 2.0. Accessories. AirTags, a Tile-like personal item tracking hardware & app - AirTags, Apple Tags, B389; AirPods (1st Generation) - B188; AirPods (2nd Generation) - B288; AirPods Pro - B298; AirPods Studio (Rumored over-ear wireless headphone) - ...

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up--from its legendary founding almost 30 years ago, through a series of disastrous executive decisions, to its return to profitability, and including Apple's recent move into the music business.

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Valley start up from its legendary founding almost years ago, through a series of disastrous executive decisions, to its return to profitability, and includ.

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The 304 pages of Apple Confidential 2.0 are accompanied by an index as well as a bibliography of other books on the computer industry. The book is divided into 25 chapters, with each chapter providing a self-contained part of Apple's history: the computers, the highs, the lows, the people involved.

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The subtitle of Apple Confidential 2.0 does a really nice job of saying what the whole book is about: "The Definitive History of the World's Most Colorful Company". I would agree that this is an up-to-date and thorough history of Apple Computers. This contains chapters on subjects as diverse as "Why 1985 wasn't like 1984" to "Woz's Wanderings".

Chronicles the best and the worst of Apple Computer's remarkable story.

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This book is not available as a print inspection copy. To download an e-version click [here](#) or for more information contact your local sales representative. Shortlisted for the 2013 Chartered Management Institute textbook award Practicing Strategy broke new ground when it first published by focusing on the strategy-as-practice approach, which considers strategy not only as something an organisation has but something which its members do. The new edition deals with a selection of topics that have been central in recent academic debates in the strategy-as-practice area and includes 7 New chapters on topics such as Chief Executive Officers, Middle Managers, Strategic Alignment and Strategic Ambidexterity in line with developments in the field New case studies throughout including Narayana health, the turnaround of Reliant group and relocating a business school Tutor and student access to online resources include additional readings, an Instructor's Manual, PowerPoint slides, author podcasts and videos. Aimed at undergraduate and postgraduate students taking advanced strategy modules and practitioners alike.

Assesses Apple's impact on society, technology, processes, and methods; shows how Apple beat the competition in selected markets; details financial results over the years; and, predicts Apple's future prospects and successes. In addition, the author offers special features that include a look at the colourful people associated with Apple, interesting trivia, an Apple time line, a focus on products, and where the company is headed

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From 1960 to 1962, 14,048 Cuban minors arrived in Miami. María de los Angeles Torres was six years old when she took part in this massive airlift—now known as Operation Pedro Pan—in which parents, terrified that the new communist government would ship their children to Soviet work camps, sent them instead to America. Torres examines the event from both a historical and a personal perspective. This "relentless investigator of history" (Miami Herald) forces declassification of key documents, challenging us all finally to come to terms with this pivotal yet largely neglected exodus. "Although there are many books by and about the Pedro Pans, *The Lost Apple* is one of the best. Torres manages to keep a healthy historical balance in a tricky political landscape, never losing her footing along the way . . . *The Lost Apple* moves along like a good novel [and] Torres even makes politics come alive." —Susan Fernandez, Miami Herald "A thoughtful, balanced addition to the frequently contentious scholarship on U.S.-Cuban history." —Kirkus Reviews "Deeply felt and impressively researched, *The Lost Apple* undertakes the difficult work of reconciliation—between parents and children, exiles and revolutionaries, the Cuba of yesterday and the Cuba of today." —Gustavo Pérez Firmat, author of *Life on the Hyphen: The Cuban-American Way*

Strategic Management: Strategists at Work provides a practical and simple approach to developing a comprehensive strategic plan, as the authors share what they have learned through two decades of strategy work with a myriad of organisations. Focusing on the practicalities of developing strategy and presenting cutting edge theory in an accessible manner, this book delivers key insights into the strategist's role. Key benefits: — Provides a comprehensive range of templates that have been road-tested

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with over 400 senior managers □ Includes extensive case material and interviews □ Lecture slides, tutorials, and multiple choice questions available on the companion website

Challenges popular beliefs that credit such figures as Galileo, Newton, and Einstein with bringing about modern science, explaining how everyday laborers participated in creating science and continue to do so today, in an account that also documents how the development of science affects ordinary people. Original.

A straightforward guide to using Nero Ultra 6 to burn music and data CDs and to copy DVDs describes the various features of the popular CD and DVD burning software and offers a task-oriented, step-by-step approach that takes users through the process of using Nero for various tasks. Original. (Beginner)

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