



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

Jim Carlton

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This book, written by a **Wall Street Journal** technology reporter, is the most detailed study to date of the past decade of Apple's turbulent history. Jim Carlton walks us down company corridors, into the boardroom, and through barriers to research laboratories, and reveals a seething cauldron of petty infighting and buried secrets.

Through exhaustive interviews with more than 160 former Apple employees, industry experts, and competitors--including Bill Gates, Scully, and Amelio--Carlton discovers confidential memos, late night rendezvous, and fateful decisions that forever changed the company's path. He portrays a company very different from the glamorous technology leader that designed computers for "the rest of us" and illuminates what might have been and what really happened to this once-great icon of American business.

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