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used internally only, normally to maintain secrecy of the project. Occasionally a codename may become the released product's name. Most of Apple's codenames from the 1980s and 1990s are provided by the book *Apple Confidential 2.0: The Definitive History of the World's Most Colorful Company* Linzmayer, Owen; Linzmayer, Owen W. Published by No Starch Press (2004) *Apple Confidential 2.0* - AbeBooks 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. *ATPM 10.06 - Review: Apple Confidential 2.0* Owen W. Linzmayer is the author of *Apple Confidential 2.0* (4.03 avg rating, 283 ratings, 5 reviews, published 2004), *Apple Confidential* (3.88 avg rating,... Owen W. Linzmayer (Author of *Apple Confidential 2.0*) *Apple confidential 2.0 : the definitive history of the world's most colorful company.* [Owen W Linzmayer] -- Chronicles the best and the worst of Apple Computer's remarkable story. Your Web browser is not enabled for JavaScript. *Apple confidential 2.0 : the definitive history of the ...* The second edition of this bestseller examines the tumultuous history of America's best-known Silicon Valley start-up, from its legendary founding almost 30 years ago, through a series of disastrous executive decisions, to its return to profitability, including Apple's recent move into the music business. *Apple Confidential 2.0* by Linzmayer, Owen W. (ebook) San Francisco, CA - With iTunes, iPods, and designer iMacs, Apple Computer is once

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again revolutionizing the way we live with technology. To bring us all up to date with what's new with Apple, No Starch Press is releasing the second edition of journalist Owen W. Linzmayer's best-selling Apple Confidential. Apple Confidential 2.0 Press Release - No Starch Press History. Owen W. Linzmayer, in Apple Confidential 2.0, traces QuickTime for Java's genesis back to Kaleida Labs, a spin-off company created by Apple Computer and IBM, noting that it and some Unicode text classes were the only Mac software salvaged from the four-year, \$150 million disaster. Ported to the Mac OS, it was developed under the code-name "Biscotti", and first released as a public ... QuickTime for Java - Wikipedia 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".

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