

## 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.

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~~The Cult of Mac: Kahney, Leander: 0689145712209: Amazon~~

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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, and There is

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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

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Back in 2004, then-Wired editor Leander Kahney published The Cult of Mac, a photo-filled book containing an array of anecdotes about fans, collectors, and others with special



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connections to Apple...

~~Apple's Most Devoted Fans Once Again Take Center Stage in ...~~

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

~~The Cult of Mac, 2nd Edition | No Starch Press~~  
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

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users (in the author's estimation) there is a lot of culture to go around...

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~~?The Cult of Mac, 2nd Edition on Apple Books~~

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