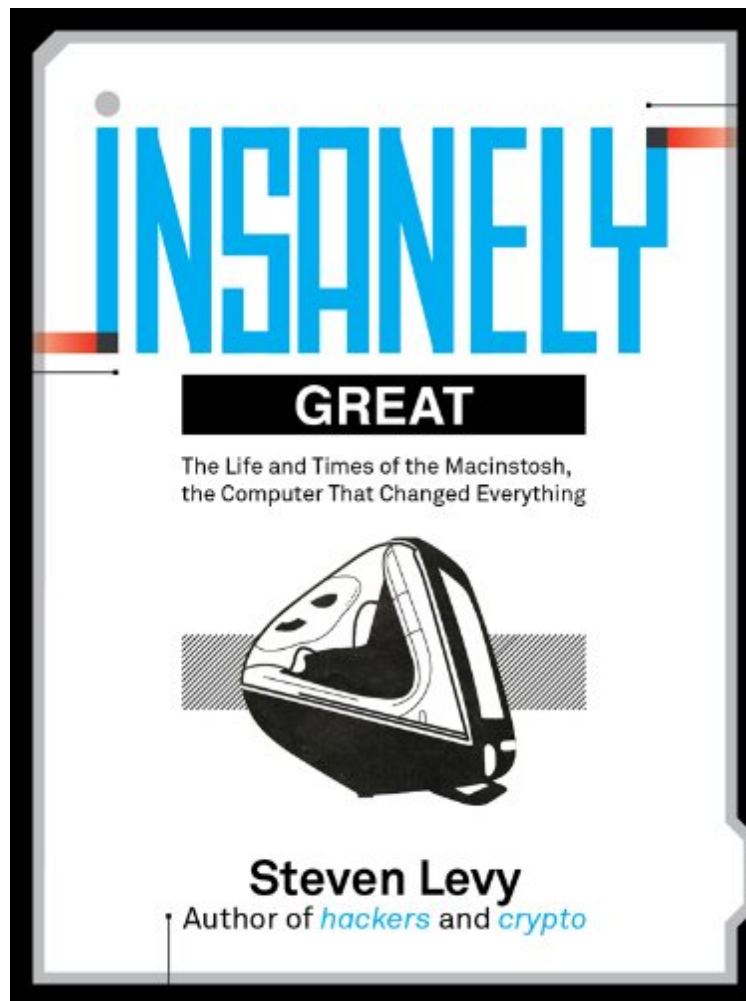


(Download pdf) Insanely Great: The Life and Times of Macintosh, the Computer that changed Everything (English Edition)

## Insanely Great: The Life and Times of Macintosh, the Computer that changed Everything (English Edition)

Von Steven Levy

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**Von Steven Levy : Insanely Great: The Life and Times of Macintosh, the Computer that changed Everything (English Edition)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Insanely Great: The Life and Times of Macintosh, the Computer that changed Everything (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Informative yet needs updatingVon EduoI found this book greatly enjoyable. I didn't really like the last third of it, which seems to drag along and is written at a very slow pace but the first two thirds were very enjoyable. Written in a dynamic tone it goes through very quickly and that could be the only real caveat I can find in it. It lasts 4 hours at the most. All in all I'd recommend it as a good story and a means to find out about how Apple came to be. I'd recommend

it specially for people who also bought "The Mac Bathroom Reader" by Owen Linzmayer, for which this book could be a great introduction. If I had to change anything I'd update it (since it covers only until 1994 or so and misses some great moves Apple has pulled recently) and I'd update the look of it, since it looks very "passe".0 von 0 Kunden fanden die folgende Rezension hilfreich. No hero worship here.Von Ein KundeWhat I find most satisfying about Levy's style is that he resisted the urge to indulge in hero worship. It's really difficult when dealing with the sort of people he's talking about.After all, this is the computer that's always been "better", stands to reason the people behind it would be interesting. So it's a real relief for me that Levy didn't focus on any one of the people involved (it wouldn't have been easy anyway since the Macintosh project involved so many people who left their mark).The book is quite entertaining, and attains just the right level of concentration required to mimic the frenzied work that went into the mac. When you come out of 'insanely great' you get the feeling that you know a lot of these people, and that you understand what they did. This is only true because Levy speaks of their faults as well as their amazing abilities. The book isn't a blow by blow account of the development of the mac. I got the sense that numerous little details had been kept out of my view so that the bigger picture could present itself. This was probably a good decision to make, since the book could have gone on endlessly. If you want to know how the germ of an interface that felt like home was born, how it took a group of people who believed it would change the world to make it a reality, to get some idea of what went on while the great texts of the Macintosh religion were being discovered and written, and if you want to hear some of the greatest corporate/computer metaphors you'd ever encounter, you need this book. Maybe, just maybe you'll come out of this with a real understanding of why 'real artists ship' and what it means to make a dent in the universe. If you've ever used a Mac and wondered why it felt so good, you should read Levy's book.0 von 0 Kunden fanden die folgende Rezension hilfreich. Debunks some myths...Von C.Molanphy 1) This book clears up a myth about the Xerox PARC (Palo Alto Research Center) debacle: In the TLC documentary "Revenge of the Nerds" and in the recently-aired TNT original movie "Pirates of Silicon Valley", it is implied that the Xerox researchers were anxious to have their GUI receive exposure in the world of personal computers and were frustrated by the Xerox executives' lack of interest. Levy contradicts this: according to his account the PARC people were "true" scientists, a lot more interested in theory than application and somewhat disdainful of unleashing their ideas on the masses (a notable exception, according to Levy, being Larry Tesler who later joined Apple.) He portrays PARC as something of an ivory tower of computer science academics who were unconcerned with any public reception of their ideas, rather than as a nascent software developer that was swindled of its "props" by the indifference of Xerox and the acquisitiveness of the Macintosh team. As I have not read any of the other books about Apple and the famed PARC heist, I don't know whether Levy's assertions have been confirmed by any other writers.2) Another issue which is related to the above is the popular belief that the developers of the Mac OS owed everything to the work of the PARC people. Levy challenges this, citing several specific instances in which the Mac developers (notably Bill Atkinson and his "QuickDraw") completely invented solutions to problems in the interface that had been poorly or not at all dealt with by PARC. While Levy admits that the Mac team were indeed standing on the shoulders of giants (more than just PARC, too), he is also quick to point out that their creation was no mere heist, but a thoughtful and sometimes brilliant reworking and utilization of a pre-existing paradigm.3) One of my few problems with "Insanely Great" is that it falls into the same rhetorical trap as many other writings about Apple and Mac: namely, that the Mac's loyal following is based on an affinity to the company's culture and philosophy rather than its technology; the terms "cult" and "religion" are bandied about liberally. This is a misconception. Loyalty to the Mac results from its ease of use: its intuitive interface is far superior to anything that has been made available in the consumer marketplace in the history of personal computing. I would be a Mac loyalist even if their corporate culture was one of xenophobia and conservatism: a good product is a good product, period.

**Kurzbeschreibung**The creation of the Mac in 1984 catapulted America into the digital millennium, captured a fanatic cult audience, and transformed the computer industry into an unprecedented mix of technology, economics, and show business. Now veteran technology writer and Newsweek senior editor Steven Levy zooms in on the great machine and the fortunes of the unique company responsible for its evolution. Loaded with anecdote and insight, and peppered with sharp commentary, *Insanely Great* is the definitive book on the most important computer ever made. It is a must-have for anyone curious about how we got to the interactive age.This new edition includes a never-before-seen transcript of an interview with Steve Jobs."Engaging . . . A delightful and timely book."--The New York Times Book "A holy scripture for loyal clickers of the mouse that may someday result in placement by digital Gideons in all motel rooms (virtual and actual) serving travelers on the information highway." --San Francisco Examiner.deBack in the early 1980s, word spread about an inviting little personal computer that used something called a mouse and smiled at you when you turned it on. Steven Levy relates his first encounter with the pre-released Mac and goes on to chronicle the machine that Apple developers hoped would "make a dent in the universe." A wonderful story told by a terrific writer (Levy was the longtime writer of the popular "Iconoclast" column in *MacWorld*; he's now a columnist with

Newsweek, the birth and first ten years of the Macintosh is a great read. Kurzbeschreibung The creation of the Mac in 1984 catapulted America into the digital millennium, captured a fanatic cult audience, and transformed the computer industry into an unprecedented mix of technology, economics, and show business. Now veteran technology writer and Newsweek senior editor Steven Levy zooms in on the great machine and the fortunes of the unique company responsible for its evolution. Loaded with anecdote and insight, and peppered with sharp commentary, *Insanely Great* is the definitive book on the most important computer ever made. It is a must-have for anyone curious about how we got to the interactive age. This new edition includes a never-before-seen transcript of an interview with Steve Jobs. "Engaging . . . A delightful and timely book." --The New York Times Book "A holy scripture for loyal clickers of the mouse that may someday result in placement by digital Gideons in all motel rooms (virtual and actual) serving travelers on the information highway." --San Francisco Examiner