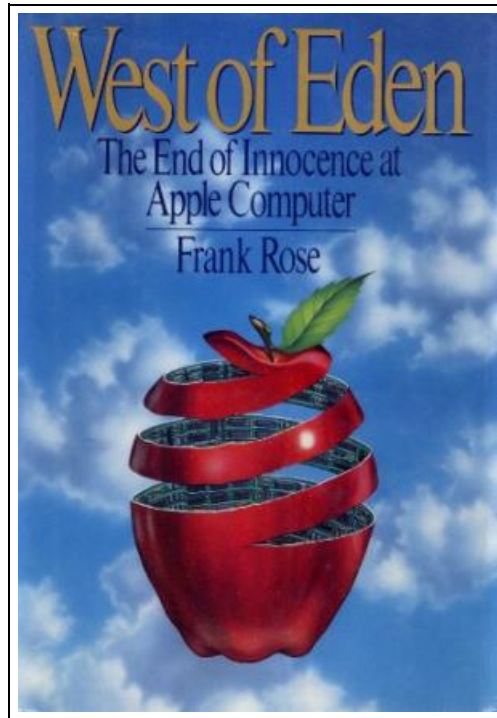# West of Eden: the End of Innocence at Apple Computer

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(Maia O'Hara)

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Viking, New York, New York, U.S.A., 1989. Hardcover. Book Condition: New. Dust Jacket Condition: New. 356 Pages. From Publishers Weekly: Rose (Into the Heart of the Mind) tells in interesting detail how two blue-jeaned Californians, electronic hobbyists Steve Wozniak and Steve Jobs, developed the desktop computer in a home laboratory; founded Silicon Valley's Apple Computer Co.; became Wall Street darlings and multimillionaires; then were ousted, once Apple became big business, by the very management they had recruited. Garrulous and emotional, Jobs commanded staff loyalty and a public following, but when competing with mighty IBM he vacillated among product, management and marketing ideas, claims the author. Covering more than a decade, this lengthy all-American saga, populated with many major and supporting characters, becomes dense at times. Yet Jobs, who viewed his professional mission as a "crusade, " remains a riveting figure. 35, 000 first printing; $35, 000 ad/promo; author tour. Copyright 1989 Reed Business Information, Inc. From Library Journal It is impossible to separate Steve Jobs from Apple, and as a result this work is as much about him as the company he started. Journalist Rose's account reads like a best seller--a story of intrigue, secret meetings, and far too often, childish behavior. In reading it, one can see the difficulties in moving an entrepreunerial company, whose young founder has a strong vision of the future, into a mainstream company. It's a wonder Apple was able to survive. There is less detail on Jobs and more on Apple than in Lee Butcher's Accidental Milionaire: The Rise and Fall of Steve Jobs at Apple Computer (LJ 9/15/87) and greater detail and more objectivity than in John Sculley's Odyssey: Pepsi to Apple.A Journey of Adventure, Ideas, and the Future (LJ 12/87). This is fun to read. Recommended for all...

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