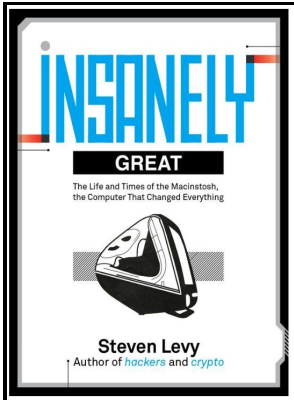


Insanely great - the life and times of Macintosh, the computer that changed everything

Viking - Insanely great : the life and times of Macintosh, the computer that changed everything (Book, 1994) [styleguide.expo.io]



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Insanely Great: The Life and Times of Macintosh, the Computer that Changed Everything by Steven Levy

Despite his connection, Insanely Great is a wonderfully written book that manages in each chapter to instill the reader with a sense of how dramatic a change the Macintosh computer actually was.

Insanely Great : The Life and Times of Macintosh, the Computer That Changed Everything by Steven Levy (1995, Trade Paperback) for sale online

Insanely great : the life and times of Macintosh, the computer that changed everything (Book, 1994) [styleguide.expo.io]

Overall, this is an informative and at times fascinating look back at the birth and clumsy adolescence of the personal computer, and how one, the Macintosh, dared to push forward, thanks to an incredibly dedicated and talented team of designers and engineers. Much has been written about the originality of the GUI concept, and more than one lawsuit has been fought over it. Computers have changed virtually every level of our society, and their future impact is changing everyday.

Insanely Great: The Life and Times of Macintosh, the Computer that Changed Everything

The fun here is in seeing how the Macintosh team struggled and mostly overcame so many obstacles as they put together the original 128K Mac.

Insanely great : the life and times of Macintosh, the computer that changed everything (Book, 2000) [styleguide.expo.io]

Levy does a good job in letting the principal characters tell the story through their own words, fleshing out detail when needed, without imposing

his authorial voice though he is an unabashed Mac fan. Veteran technology writer and Macworld columnist Steven Levy zooms in on the machine - the product of the collective will of its sometimes maniacal creators and its dedicated users - as well as the fortunes of the unique company responsible for the Mac's evolution. This was decent, although 20 years old.

Insanely Great: The Life and Times of Macintosh, the Computer that Changed ...

I would've loved reading this in the 90s. It is a must-have for anyone curious about how we got to the interactive age. Perhaps the Mac was a little too user-friendly.

Insanely Great: The Life and Times of Macintosh, the Computer that Changed Everything by Steven Levy

Levy attempts to go beyond the simple desktop metaphor and explain why it was the particular Macintosh implementation of the concept that changed the way people viewed computers. Jobs would take over the team and make the Mac far beefier than Raskin ever intended, eventually, and his obsession with perfecting every detail meant that for all its expanded capacity, the Mac was under-powered for much of its basic operations.

Insanely Great: The Life and Times of Macintosh, the Computer that Changed Everything

A good overview of how the Macintosh came to be and of the people who made it happen. Levy looks beneath the surface of our stormy romance with silicon and software, at how the Mac proved to be a harbinger of our changing relationship with technology. As such I've been looking for books which explore the Apple Phenomena and Steven Levys book does just that.

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