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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

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Product Information. 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.

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In The Cult of Mac, Wired News managing editor Leander Kahney takes an in-depth look at Mac users and their unique, creative, and often very funny culture. From people who get Mac tattoos and haircuts, to those who furnish their apartments out of empty Mac boxes, the book details Mac fandom in all of its forms.

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