



The Cult of Mac

Leander Kahney

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There is no product on the planet that enjoys the devotion of a Macintosh computer. Apple's machines have legions of loyal, sometimes demented fans. *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 passages. Famously dedicated to their computers, many Mac fans eat, sleep, and breathe the Macintosh. Fans who get Mac tattoos and haircuts, people who attend Apple Store openings like they are Grateful Dead shows, counterculture icons who love the Mac, people who turn old Macs into aquariums (or bongos), Ellen Fein lookalike contests, erotic fiction featuring Steve Jobs; it's all here. Technology reporter Leander Kahney exposes all sides of Mac fanaticism, from the innocuous to the insane.

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