



The Rise of Apple

The New York Times

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This e-single features writing from The New York Times archive on the rise of Apple Computer Inc., founded by Steven P. Jobs, Stephen Wozniak and A.C. (Mike) Markkula Jr., in 1976. The company helped to usher in the era of personal computers and then led a cultural transformation in the way we experience music, movies and mobile communications in the digital age. This collection of Times articles follows Apple from Mr. Jobs's ouster in 1985 through its struggles to remain competitive; to Mr. Jobs's return and creation of the iPod, the iPhone and the iPad; and finally, through the challenges it faces after the long illness and death of its visionary leader.?

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