NO STARCH PRESS

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THE CULT OF MAC
A Coffee Table Book for Fans of Apple's Macintosh

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For Immediate Release

For more information, to request a review copy, or to schedule an interview, contact Patricia (patricia@nostarch.com or 415.863.9900)

August 30, 2004, San Francisco, CA – Are there tradeshows for toasters? Of course not. So why is there a twice-yearly show devoted to a type of computer? Well, a computer isn't just a computer when it's a Mac, and Macintosh fans will go to great lengths to celebrate their devotion.

The Cult of Mac (No Starch Press, Nov 04), the new book from Wired News reporter Leander Kahney, explores the quirky world of serious Mac fans. This beautifully designed, four-color book brings the Mac community to life through 280 pages and over 500 original photos, most never published before. And the story is a fascinating one. "If you want to know what's happening in the Apple underground, talk to Leander Kahney," says Eric Hellweg, CNN columnist.

Readers meet fans who get Apple tattoos, devotees who build aquariums out of old Macs, people who volunteer at computer stores (like CompUSA and Circuit City) to sell Macs, even entire families who travel hours to Apple Store openings. They're here, in living color, and they love their Macs.

This unique coffee table book is not only a must for any Mac fan, it also makes fascinating reading for anyone interested in the intersection of technology and popular culture, or discovering the unique people who live their lives by Apple's "Think Different" motto.

Advance Praise for THE CULT OF MAC:
"The Macintosh is more than a computer, it's a way of life. This book is about what it is to be a Macintosh person." —STEVE WOZNIAK, APPLE COFOUNDER

". . . required reading for anyone who loves his or her Macintosh." —GUY KAWASAKI, FORMER CHIEF EVANGELIST, APPLE

THE CULT OF MAC, Leander Kahney, ISBN 1886411832, November 2004
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ABOUT THE AUTHOR: Leander Kahney is a journalist who covers Apple and the Mac community for Wired News. Before joining Wired, he was a senior writer at MacWeek. He has written for numerous publications, including Wired Magazine, Scientific American, and the London Guardian.

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