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THE CULT OF MAC RELEASED AS PAPERBACK

International bestseller celebrates Mac fandom in all its glory, makes perfect holiday gift

October 17, 2006, San Francisco—Just in time for holiday gift giving, **The Cult of Mac** by Wired News managing editor Leander Kahney is now being published as a paperback. The book, a celebration of Mac users' loyalty and obsession, has sold 20,000 copies since its hardcover release in November 2005 and has received glowing reviews for its beautiful design and layout as well as its entertaining content. The paperback edition has also been updated with new material about the iPod's genesis and incredible market domination.

Praise for *The Cult of Mac* by Leander Kahney

"Crawls into every crevice where Mac addicts lurk, providing us with tales of tattoos, evangelism, hoarding, and Deadhead-style conventions"
—The Village Voice

"The best—and most frightening—aspects of our devotion... it's all here."
—Macworld

"The innumerable subjects Kahney covers makes the book equivalent to a 30-course banquet at the Ritz. Absolutely everything that a Mac-fanatic could want."
—The Inquirer

"We challenge you to open to any photo-filled page and not learn something new about the Mac's history or the creativity of its fanatical devotees."
—MacAddict

"Owning it will make you call out to officemates who love Macs, 'Hey, get a load of this!'"
—The Columbus Dispatch

"Documents the over-the-top behavior of these folks, only some of whom seem to be driven by the same nerdy demons as Trekkies."
—Newsweek

"Kahney embarked on his journey to chronicle the weird world of Mac addicts, and... nailed it. Even if you're not a HyperCard-carrying member, the book is worth a look."
—The San Francisco Chronicle

"Brimming with more than 500 color photos, this fun book won't stay on the shelves long."
—Library Journal

“Well written, enjoyable, informative, and entertaining. A must-read for Mac lovers everywhere.”
—About.com

The Cult of Mac explores the lengths to which people will go to personalize their hardware and adopt a Mac-centric lifestyle, as documented in 280 full-color pages and more than 500 original photos. It’s full of people doing innovative, bizarre and artistic things with their computers, such as one user who makes furniture out of cardboard Mac boxes and many who express their love with tattoos, as well as interesting tidbits and trivia about the company, its history and its personalities.

Additional Resources:

Table of contents: http://www.nostarch.com/cult_mac_toc.htm

Sample chapter: http://www.nostarch.com/download/CultofMac08_Macworld.pdf

ABOUT THE AUTHOR: Leander Kahney is the Managing Editor at Wired News, where he originated the wildly popular Cult of Mac blog. He treats his subjects with insight and humor and his experiences interacting with Mac fanatics and attending Mac events around the world are highly entertaining. Before joining Wired, Kahney was a senior writer at MacWeek, and he has written for numerous publications, including Wired Magazine, Scientific American, and the London Guardian. Kahney is also the author of *The Cult of iPod* (No Starch Press).

The Cult of Mac by Leander Kahney

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Available at fine bookstores everywhere, from www.oreilly.com/nostarch, or directly from No Starch Press (www.nostarch.com, orders@nostarch.com, 800.420.7240).

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