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*THE CULT OF MAC
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The Cult of Mac
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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

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embodiment of a
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fill his shoes--
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murdered in his
own cathedral.

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event was
rapidly
disseminated
throughout

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widespread cult
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which has lasted
until the
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