

The Bite In Apple A Memoir Of My Life With Steve Jobs Ebook Chrisann Brennan

How do you brand a revolution? In his engaging new book, *Taking a Bite out of the Apple: A Graphic Designer's Tale*, Rob Janoff - designer of the world-famous Apple logo - shares what it was like to live through the heady days of the home computer revolution. From his fateful meeting with Steve Jobs in Silicon Valley as a young art director in 1977, to his current position heading up an international branding company with his Australian business partner, Rob's career continues with its focus on distilling a client's business personality into a memorable icon. *Taking a Bite out of the Apple* is an intimate view into how Rob's design for a young, start-up company became a defining moment in a long career. After working on national brands like Apple, IBM, Intel, Kraft and Kleenex at top US agencies, Rob now enjoys working with a diversity of companies from Japan, Italy, Australia, China and the UK. Telling the true tale of how the globally loved icon came to be, Rob offers insight and inspiration to young people considering the field of graphic design - and to the young at heart who share his love of memorable graphics. Reviewed By Jack Magnus for Readers' Favorite *Taking a Bite Out of the Apple: A Graphic Designer's Tale (Hearing Others' Voices)* is a nonfiction memoir for young adults written by Rob Janoff. While he had gone to college to study industrial design, Janoff was more intrigued by the creative possibilities that graphic design seemed to offer. Indeed, his whole outlook on the world seemed to point him in that direction. He had had some success in designing logos for new tech companies when he went to work for the Regis McKenna Agency in Silicon Valley. That tech experience led his boss, Regis McKenna, to offer him a somewhat off-the-wall assignment. Janoff's mind was far away as his boss discussed the assignment, but eventually the words "apple" and "computers" broke through his distraction. Janoff even knew of Steve Jobs, the iconic inventor who, with his partner, had turned a garage into the birthplace of the personal computer. But how to render Steve's concepts into a logo? Janoff's mind kept toying with the idea, his hand quickly sketching and erasing ideas as they paraded through his imagination. Then he hit on it. Rob Janoff's nonfiction memoir for young adults, *Taking a Bite Out of the Apple: A Graphic Designer's Tale*, is a beautifully written and fascinating account by the designer of the world-famous Apple logo. Anyone who loves computers and has an interest in how the personal computer came to be will have as much fun reading this book as I did. But there's more to this memoir than tech history. Janoff's description of how he tackled the project, working feverishly with a bowl of apples as inspiration is a joy to read. Any creative person should find Janoff's story inspiring, and his smooth conversational style makes following along as he works towards that one perfect image a grand and entertaining experience. *Taking a Bite Out of the Apple: A Graphic Designer's Tale* is most highly recommended.

Introduces the success story of Apple from the viewpoint of Hartmut Esslinger, who as an external designer in close collaboration with Steve Jobs was essentially responsible for the design of Apple products. His authentic perspective dispels many a myth - a must for all Apple enthusiasts.

'Like two wise (and wise-cracking) older sisters. I wish I'd had this book 15 years ago.' - Pandora Sykes
Heartbreak, grief, falling in love, falling out of love, friendships, disastrous sex anecdotes - this book is filled with everything you don't want to ask your mum. The duo behind the chart-topping podcast *Things You Can't Ask Yer Mum* take a deep-dive into the ups and downs of life. Lizzy and Lindsey share the twists and turns of their own experiences in their usual hilariously honest style, offering reassurance on all the questions you just might be too afraid to ask. The book embodies what Lindsey and Lizzy have had through their friendship: the ability to honestly pass on their own experiences in life in order to help the other. With never-heard-before anecdotes and bite-sized chunks of content to return to, this valuable book will be a friend to you - one that shares reassuring stories of losing virginity using a blueberry flavoured condom, losing friends and losing inhibitions. It is a book for anyone, at any stage of life. Presents interviews with leading philosophers who discuss the ideas and works of the most important philosophers throughout history, including Socrates, Wittgenstein, and Derrida.

Don't Bite the Apple

One Bite of the Apple

Taking a Bite Out of the Apple

Nigella Bites (Nigella Collection)

To Bite the Blue Apple

The First Bite of the Apple

An intimate look at the life of Steve Jobs by the mother of his first child providing rare insight into Jobs's formative, lesser-known years Steve Jobs was a remarkable man who wanted to unify the world through technology. For him, the point was to set people free with tools to explore their own unique creativity. Chrisann Brennan knows this better than anyone. She met him in high school, at a time when Jobs was passionately aware that there was something much bigger to be had out of life, and that new kinds of revelations were within reach. *The Bite in the Apple* is the very human tale of Jobs's ascent and the toll it took, told from the author's unique perspective as his first girlfriend, co-parent, friend, and—like many others—object of his cruelty. Brennan writes with depth and breadth, and she doesn't buy into all the hype. She talks with passion about an idealistic young man who was driven to change the world, about a young father who denied his own child, and

about a man who mistook power for love. Chrisann Brennan's intimate memoir provides the reader with a human dimension to Jobs' myth. Finally, a book that reveals a more real Steve Jobs.

From the acclaimed Vanity Fair and GQ journalist—an unprecedented, in-depth portrait of the man whose return to Apple precipitated one of the biggest turnarounds in business history. With a new epilogue on Apple's future survival in today's roller-coaster economy, here is the revealing biography that blew away the critics and stirred controversy within industry and media circles around the country.

A limited, large-format edition of this gorgeous study of apples, featuring a print from the series This large-format (9 x 11.25 inches) special edition of New York photographer William Mullan's (born 1989) *Odd Apples* includes a print of the photograph titled *Hidden Rose* housed in a pergamin paper sleeve inserted in the book. Mullan's obsession with apples began when he saw his first Egremont Russet at a Waitrose grocery store outside of London. Fascinated by its gnarled, potato-like appearance and shockingly fresh, nutty flavor, Mullan began searching for, and photographing, rare apple varieties. In *Odd Apples*, each apple is lovingly rendered and styled according to its individual "personality"—a combination of its looks and its flavors. The apples are set against complementary brightly colored backdrops; they are peeled or unpeeled, cut or whole, skin shriveled or perfectly smooth and shiny. Mullan embraces each apple's idiosyncratic aesthetic qualities completely.

On paper, David Epslamowitz has it all. At only thirty years old, he is the proud owner of one the most successful hedge funds and resides in a posh three-story penthouse on the most prominent street in the Big Apple. He is known on the street as a devoted philanthropist renowned for his good-looks and obnoxiously infinite bank account. Nevertheless, David struggles internally for the balance of what truly inspires him while at the same time trying to fulfill his deceased father's expectations. Ultimately he fills this void in the eyes of an alluring French actress and learns what truly fulfills him... love. It seems that nothing can keep David from being with her but the closer he gets, the more it seems someone is trying to sabotage the relationship. Slowly, David discovers that not only is someone out to ruin him, but that he and those close to him are in extreme danger. Living in a suburb of the Big Apple since a teen, Viktor Kozlov became the most sought-after assassin, just like his father before him. He's been hired by the government, the mafia and anyone who could afford him for his extraordinary ability to make his "hits" appear as accidental deaths. However, Viktor struggles for the balance of who he is and who he is destined to be until one day when an unusual client arrives at his house with an extra unusual request. *Don't Bite the Apple* is a suspenseful thriller that will keep you pleading for clues to solve the mystery of David's fate. Fear, laugh and cry with David as the twists are revealed and you discover why, when, and who connects him to the most dangerous assassin in the world. This story epitomizes the question of what it is to be successful. Success is not measured by wealth; rather, it has to do with the difference between what you were born with and what you did with it. In that search for who you are, the greater your access to money, the more temptations that are available to you and those around you, especially in the Big Apple.

A Regular Guy

Eat That Frog!

Behind the Scenes at Virago Press

100 Slimming, Home-style Recipes

21 Great Ways to Stop Procrastinating and Get More Done in Less Time

Cider Cocktails - Another Bite of the Apple

THE #1 FASTEST SELLING NON-FICTION BOOK IN THE UK Slimming food has never tasted so good; the must-have first cookbook from the UK's most visited food blog. Sharing delicious home-style recipes with a hugely engaged online community, Pinch of Nom has helped millions of people to cook well and lose weight. The Pinch of Nom cookbook can help novice and experienced home cooks enjoy exciting, flavourful and satisfying meals. Accessible to everyone by not including diet points, all of these recipes are compatible with the principles of the UK's most popular diet programmes. There are a hundred incredible recipes in the book, thirty-three of which are vegetarian. Each recipe has been tried and tested by twenty Pinch of Nom community members to ensure it is healthy, full of flavour and incredibly easy to make. Whether it's Cumberland Pie, Mediterranean Chicken Orzo, Mexican Chilli Beef or Chicken Balti, this food is so good you'll never guess the calorie count. This book does not include 'values' from mainstream diet programmes as these are everchanging. Instead the recipes are labelled with helpful icons to guide you towards the ones that suit you best - whether you're looking for something veggie, fancy a fakeaway, want to feed a family of four or have limited time to spare. Kate Allinson and Kay Featherstone owned a restaurant together in The Wirral, where Kate was head chef. Together they created the Pinch of Nom blog with the aim of teaching people how to cook. They began sharing healthy, slimming recipes and today Pinch of Nom is the UK's most visited food blog with an active and engaged online community of over 1.5 million followers. Showing that dieting should never be a barrier to good food, Pinch of Nom is the go-to home cookbook for mouthwatering meals that tick all the boxes.

"With New York photography by Monica Traapaga, Simon Williams, Lil Tulloch, Georgia Williams & Jessica Vincent."

Shows young readers that there is a better way to act out frustration than to bite, hit, push, or kick.

Cider Cocktails - Another Bite of the Apple, the first collection of cider cocktail recipes published since

Prohibition. Nineteenth and early 20th century cocktail manuals are full of cider-based drinks - punches and fizzes and toddies and more - but cider didn't bounce back into America's glasses until recently. Now that it's easily available again, cider is finding its way into the creative tool box of many modern mixologists. And who not? Cider is made in a

whole range of flavors and styles, providing ample opportunity to exploit its mixing possibilities. With 30 cocktail recipes inspired by pre-Prohibition classics and today's craft cocktail movement plus 10 recipes for cider-infused appetizers, *Cider Cocktails - Another Bite of the Apple* gives cocktail and cider enthusiasts alike something exciting to prepare for their next big event or an evening with a handful of friends.

Behind Every Bite

Philosophy Bites Back

The Early Design Years of Apple

Healing Poems

The Bite of Conscience

Logo Design Love

The Bite in the Apple A Memoir of My Life with Steve Jobs St. Martin's Press

Twelve-year-old vampire Ashlee Lambert moves from New York to sunny Los Angeles, where she must deal with vicious cliques, awful sunburns, and a mystery of disappearing classmates that Ashlee must solve.

Eleven-year-old Walter Tell awaits the skillful demonstration of his father William, a Swiss freedom fighter, who will shoot an apple from his head.

Nigella Collection: a vibrant new look for Nigella's classic cookery books. 'Cooking isn't performance art - or shouldn't be.

Make your food welcoming rather than fussy and remember that it's not a test of your worth and acceptability: it's just dinner, and can be easily delicious.' Packed with fresh ideas and exciting new twists on old favourites, Nigella Lawson brings you mouthwatering but simple recipes to add flavour to your busy life - from quick family meals and easy suppers to dinner party menus and roast lunches. With luscious photography, evocative food writing and a beautiful hardback design, this is a book you will treasure for many years as well as a delicious gift for friends and family. All-Day Breakfast - recipes to start the day right, whatever time you get up! Comfort Food - from chocolate fudge cake to mashed potato TV Dinners - quick meals and simple snacks Party Girl - cupcakes, barbecue chicken and much more to help you celebrate in style Rainy Days - family meals to savour and share, and how to feel warm in the kitchen when it's cold outside Trashy - kitsch in the kitchen and fun food Legacy - recipes from Nigella's family Suppertime - dinner party ideas that let you relax Slow-Cook Weekend - the joys of slow roasting and languorous baking: roast pork, sticky toffee pudding and all the trimmings Templefood - recipes to refresh and restore, and make you feel serenely smug

Keep It Simple

The Second Coming of Steve Jobs

I Bite Into the Apple

Eat the Apple

Things You Can't Ask Yer Mum

If Apples Had Teeth

You know the old tales... Queens & lovers... Thorns & magic... Promises made but never fulfilled... Jennifer Crow's poetry ventures into that enchanted realm, exploring the fairy tales and myths you think you've always known. These poems will tempt you with their shiny-bright surface, but their taste has become delightfully unfamiliar... There is a new sharpness here-of secrets hidden below the surface-and like The First Bite of the Apple, their sweetness soon gives way to the darkness beneath.

Comfort Me With Apples is a terrifying new thriller from bestseller Catherynne M. Valente, for fans of Gone Girl and Spinning Silver Sophia was made for him. Her perfect husband. She can feel it in her bones. He is perfect. Their home together in Arcadia Gardens is perfect. Everything is perfect. It's just that he's away so much. So often. He works so hard. She misses him. And he misses her. He says he does, so it must be true. He is the perfect husband and everything is perfect. But sometimes Sophia wonders about things. Strange things. Dark things. The look on her husband's face when he comes back from a long business trip. The questions he will not answer. The locked basement she is never allowed to enter. And whenever she asks the neighbors, they can't quite meet her gaze.... But everything is perfect. Isn't it? At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

From the shock of diagnosis to an awakened awareness of life's meaning and joy through the journey of a health crisis, Dvora Levin's To Bite the Blue Apple documents a poet's experience of cancer with humour, pathos and depth. This outstanding chapbook of poems will resonate with anyone who has dealt with a medical condition, whether their own or that of someone close. Through metaphor drawn from nature and art, Levin observes the disbelief, fear and despair that accompanies such a diagnosis and then moves towards illumination, inspiration and hope, as she bites that 'blue apple' of the unknown.

Apples are so ordinary and so ubiquitous that we often take them for granted. Yet it is surprisingly challenging to grow and sell such a common fruit. In fact, producing diverse, tasty apples for the market requires almost as much ingenuity and interdependence as building and maintaining a vibrant democracy. Understanding the geographic, ecological, and economic forces shaping the choices of apple growers, apple pickers, and apple buyers illuminates what's at stake in the way we organize our food system. Good Apples is for anyone who wants to go beyond the kitchen and backyard into the orchards, packing sheds, and cold storage rooms; into the laboratories and experiment stations; and into the warehouses, stockrooms, and marketing meetings, to better understand how we as citizens and eaters can sustain the farms that provide food for our communities. Susan Futrell has spent years working in sustainable food distribution, including more than a decade with apple growers. She shows us why sustaining family orchards, like family farms, may be essential to the soul of our nation.

Another Bite at the Apple

Good Apples

Wolf Won't Bite!

A Bite of the Apple
William Mullan: Odd Apples (Special Edition)
Steve Jobs

Mona Simpson's first two novels, *Anywhere But Here* and *The Lost Father*, won her literary renown and a wide following. Now, in her third novel, the narrator Ann Atassi has been replaced by a third-person narrator recounting the adventures of young Jane di Natali, but the theme remains the same: the search for, and the attempt to understand, the absent father. This time the father is a millionaire biotechnology magnate named Tom Owens. Into Owens's charmed life comes Jane, born out of wedlock, raised in communes, and now dispatched into his care by a mother who is no longer capable of providing it; Tom is far from ready for this responsibility. Fans of Simpson's previous novels will not be disappointed by this excursion into the cracked world of family relations.

Every idea in this book is focused on increasing your overall levels of productivity, performance, and output and on making you more valuable in whatever you do. You can apply many of these ideas to your personal life as well. Each of these twenty-one methods and techniques is complete in itself. All are necessary. One strategy might be effective in one situation and another might apply to another task. All together, these twenty-one ideas represent a smorgasbord of personal effectiveness techniques that you can use at any time, in any order or sequence that makes sense to you at the moment. The key to success is action. These principles work to bring about fast, predictable improvements in performance and results. The faster you learn and apply them, the faster you will move ahead in your career - guaranteed! There will be no limit to what you can accomplish when you learn how to Eat That Frog!

Is sex addiction just a big con, an excuse for misbehaviour, or is it a real condition, just like alcohol or drug addiction? Does an attraction to teenagers equal paedophilia, and if so, why is the teenage form sexualised to sell products? Has the Internet changed the way we look at sex, and can such ready access to porn lead to addiction? What happens if you leave destructive addictions unchecked? Luke Bozier attempts to answer some of these questions and shares his own journey through addiction, his path from council estate to the centre of British politics, and his public humiliation at the hands of hackers.

Milton Glaser's first children's book; back in print again for the first time in forty years.

Sure, I'll Be Your Black Friend

The Bite in the Apple

Guilt

Notes from the Other Side of the Fist Bump

A Graphic Designer's Tale

Paradise Lost

Another Bite at the Apple: A Guide to Section 2255 Motions for Federal Prisoners is the first book of its kind to focus on the and concerns that arise when a prisoner moves to Avacate, set aside, or correct a federal conviction or sentence under Sect is especially important now as Section 2255 proceedings have become significantly more complex with the enactment of the Effective Death Penalty Act.

This is the first study of guilt from a wide variety of perspectives: psychology, psychiatry, psychoanalysis, evolutionary psych anthropology, six major religions, four key moral philosophers, and the law. Katchadourian explores the ways in which guilt fu individual lives and intimate relationships, looking at behaviors that typically induce guilt in both historical and modern contex how the capacity for moral judgments develops within individuals and through evolutionary processes. He then turns to the s aspects of guilt and addresses society's attempts to come to terms with guilt as culpability through the legal process. This p from, and integrates, material from extensive primary and secondary literature. Through the extensive use of literary and pers provides an intimate picture of what it is like to experience this universal emotion. Written in clear and engaging prose, with Guilt should appeal to a wide audience.

"The Iliad of the Iraq war" (Tim Weiner)--a gut-wrenching, beautiful memoir of the consequences of war on the psyche of a y Apple is a daring, twisted, and darkly hilarious story of American youth and masculinity in an age of continuous war. Matt Yo Marine Corps at age eighteen after a drunken night culminating in wrapping his car around a fire hydrant. The teenage waste followed him to the training bases charged with making him a Marine. Matt survived the training and then not one, not two, deployments to Iraq, where the testosterone, danger, and stakes for him and his fellow grunts were dialed up a dozen decibe kaleidoscopic array of literary forms, from interior dialogues to infographics to prose passages that read like poetry, Young's powerfully mirrors the multifaceted nature of his experience. Visceral, ironic, self-lacerating, and ultimately redemptive, Young unarmed into Marine Corps culture and lays bare the absurdism of 21st-century war, the manned-up vulnerability of those or and the true, if often misguided, motivations that drove a young man to a life at war. Searing in its honesty, tender in its vul brilliantly written, Eat the Apple is a modern war classic in the making and a powerful coming-of-age story that maps the ins our times.

Why would someone slip a date rape drug to a middle aged man at a sex party? Sheriff Martin Holcum must solve the riddle, keep his investigation a secret to protect the innocent. His digging leads to a murder. Martin's ethics are tested when he fal the nine suspects. One of the suspects is a conman, but he will not admit to the murder. Martin must recreate the party to Small Fry

At First Bite

The Apple and the Arrow

Comfort Me With Apples

with audio recording

A Guide to Section 2255 Motions for Federal Prisoners

An intimate look at the life of Steve Jobs by the mother of his first child providing rare insight into Jobs's formative, lesser-known years Steve Jobs was a remarkable man who wanted to unify the world through technology. For him, the point was to set people free with tools to explore their own unique creativity. Chrisann Brennan knows this better than anyone. She met him in high school, at a time when Jobs was passionately aware that there was something much bigger to be had out of life, and that new kinds of revelations were within reach. The Bite in the Apple is the very human tale of Jobs's ascent and the toll it took, told from the author's unique perspective as his first girlfriend, co-parent, friend, and--like many others--object of his cruelty. Brennan writes with depth and breadth, and she doesn't buy into all the hype. She talks with passion about an idealistic young man who was driven to change the world, about a young father who denied his own child, and about a man who mistook power for love. Chrisann Brennan's intimate memoir provides the reader with a human dimension to Jobs' myth. Finally, a book that reveals a more real Steve Jobs.

In this insightful memoir Lennie Goodings takes the reader behind the scenes at Virago, the feminist press that she has led for twenty years. Moving from Virago's early days of independence, through its various commercial incarnations, the author reflects on idealistic publishing and how it feels to be a beacon for change.

A giggles-guaranteed picture book from the acclaimed Emily Gravett, starring three little pigs and a wolf who (maybe) won't bite. I can stand him on a stool! I can dress him in a bow... I can ride him like a horse but WOLF WON'T BITE! Come along on a wild circus adventure about three little pigs who have captured a wild wolf. They can make him do all sorts of tricks, but don't worry—he would NEVER bite. From award-winning and beloved creator Emily Gravett, Wolf Won't Bite! contains charming text that begs to be read aloud, and quirky humor fills every page of this playful take on "The Three Little Pigs."

It is a truth universally acknowledged that a good white person of liberal leanings must be in want of a Black friend. In the biting, hilarious vein of What Doesn't Kill You Makes You Blacker and We Are Never Meeting in Real Life comes Ben Philippe's candid memoir-in-essays, chronicling a lifetime of being the Black friend (see also: foreign kid, boyfriend, coworker, student, teacher, roommate, enemy) in predominantly white spaces. In an era in which "I have many black friends" is often a medal of Wokeness, Ben hilariously chronicles the experience of being on the receiving end of those fist bumps. He takes us through his immigrant childhood, from wanting nothing more than friends to sit with at lunch, to his awkward teenage years, to college in the age of Obama, and adulthood in the Trump administration—two sides of the same American coin. Ben takes his role as your new black friend seriously, providing original and borrowed wisdom on stereotypes, slurs, the whole "swimming thing," how much Beyoncé is too much Beyoncé, Black Girl Magic, the rise of the Karens, affirmative action, the Black Lives Matter movement, and other conversations you might want to have with your new BBFF. Oscillating between the impulse to be "one of the good ones" and the occasional need to excuse himself to the restrooms, stuff his mouth with toilet paper, and scream, Ben navigates his own Blackness as an "Oreo" with too many opinions for his father's liking, an encyclopedic knowledge of CW teen dramas, and a mouth he can't always control. From cheating his way out of swim tests to discovering stray family members in unlikely places, he finds the punchline in the serious while acknowledging the blunt truths of existing as a Black man in today's world. Extremely timely, Sure, I'll Be Your Black Friend is a conversational take on topics both light and heavy, universal and deeply personal, which reveals incisive truths about the need for connection in all of us.

Pinch of Nom

My Food Adventure in New York

No Biting!

Bite of the Mango

A Guide to Creating Iconic Brand Identities

First Bite: How We Learn to Eat

A frank, smart and captivating memoir by the daughter of Apple founder Steve Jobs. Born on a farm and named in a field by her parents—artist Chrisann Brennan and Steve Jobs—Lisa Brennan-Jobs's childhood unfolded in a rapidly changing Silicon Valley. When she was young, Lisa's father was a mythical figure who was rarely present in her life. As she grew older, her father took an interest in her, ushering her into a new world of mansions, vacations, and private schools. His attention was thrilling, but he could also be cold, critical and unpredictable. When her relationship with her mother grew strained in high school, Lisa decided to move in with her father, hoping he'd become the parent she'd always wanted him to be. Small Fry is Lisa Brennan-Jobs's poignant story of a childhood spent between two imperfect but extraordinary homes. Scrappy, wise, and funny, young Lisa is an unforgettable guide through her parents' fascinating and disparate worlds. Part portrait of a complex family, part love letter to California in the seventies and eighties, Small Fry is an enthralling book by an insightful new literary voice.

Fortnum & Mason Food Book of the Year 2016 We are not born knowing what to eat. We all have to learn it as children sitting expectantly at a table. For our diets to change, we need to relearn the food experiences that first shaped us.

There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. — Tom Geismar, Chermayeff & Geismar

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that last

First book of poetry published by powerful author who wrote her first poem at the age of five. In this collection the author reflects on society, herself, and love.

A Bite of the Big Apple

A Life with Books, Writers and Virago

Don't Bite the Apple

The Stall of Second Chances

A Memoir of My Life with Steve Jobs

Sydney Strauss is obsessed with food. Not just with eating it – though she loves that too – but with writing about it as an aspiring cookery reporter. But food journalism jobs are more coveted than cupcakes, and so Sydney is stuck working for one of TV's biggest egomaniacs – until she's left scrambling for shifts at the local farmers' market. Selling muffins at the Wild Yeast Bakery is hardly going to make her the next Nigella. But soon Sydney is writing the market's weekly newsletter, and her quirky stories gain attention from a prominent food columnist. After years of being left on the shelf, she's even dating again. And then Sydney gets a shot at the story, one that could either make her career or burn it to a cinder – along with her relationship and her reputation...

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.