



# Iconic: A Photographic Tribute to Apple Innovation

By Jonathan Zufi



**Iconic: A Photographic Tribute to Apple Innovation** By Jonathan Zufi

With a breathtaking collection of unique photography, *ICONIC: A Photographic Tribute to Apple Innovation* takes the reader on a tour of the most visually stunning and important products produced by the world's most innovative company Apple. Follow Apple's journey through a photographic collection of their most important desktops, portables, peripherals, prototypes, iDevices (iPad, iPod and iPhone) and packaging.

Created as a tribute to the army of engineers, designers, product managers, and visionaries that navigated Apple through this incredible journey, *ICONIC* is the ultimate coffee table book for every Apple fan, and the perfect gift for any Apple owner who ever wanted to explore and discover the true roots of their favorite iMac, iPod, iPad, or iPhone.

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### Editorial Review

#### Review

It's something of a labor of love, all done with an eye for form as much as function resulting in something that, if not approved by Apple, you suspect wouldn't necessarily cause them to object. (*Esquire Magazine*)

No less of an authority than Apple co-founder Steve Wozniak wrote a foreword to the book. [Jonathan doesn't] work for Apple but clearly [he has] a passion for them...and the photos prove it.. these are amazing pictures. (*CNBC*)

Apple's number one fan. (*Bloomberg TV*)

In an email, Mr. Wozniak said ...the work blows me away. (*Wall Street Journal*)

Iconic's production quality is excellent. Thick pages with a smooth pearl finish. It's weighty, and would grace any coffee table. (*9to5Mac*)

#### About the Author

In 2009, Jonathan Zufi conceived the idea of photographing every product ever made by Apple and began showcasing his work on his website shrineofapple.com. He has been a leader in technology innovation since the mid 1980s. In 2002, he received the Pearcey Award, one of the Australian government's highest awards for IT innovation for pioneering achievement and contributions to research and development within the IT industry. He has a Bachelor of Computing (with honors) from the department of Robotics and Digital Technology at Monash University in Melbourne, Australia.

### Users Review

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**Debra Rubino:**

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**Michael Roberts:**

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