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PRESS**

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**FOLLOW-UP TO BESTSELLING “CULT OF MAC” EXAMINES IPOD
PHENOMENON**

Popular player gets the star treatment in new book by Leander Kahney of Wired News

September 29, 2005, San Francisco – One year after *The Cult of Mac* wowed devotees of all things Apple, **The Cult of iPod** (No Starch Press, November '05) takes a loving look at how Apple's portable player has changed music, culture and listening behavior for fans around the world. This new title from bestselling *Cult of Mac* author Leander Kahney includes the exclusive back story of the iPod's development, looks at the many ways iPod users pay homage to their devices, and investigates the quirkier aspects of iPod culture.

Since its first iPod model hit the market in 2001, Apple has sold more than 21 million iPods, from the no-frills Shuffle up to the flagship 60GB iPod. **The Cult of iPod**, like its predecessor *The Cult of Mac*, takes readers on a tour of everything iPod with gorgeous four-color photos, stylish layout and design, and tales of users who devote considerable time, energy and imagination to their gadgets.

Meet the little-known practice of iPod-jacking (strangers plugging into each other's iPods to find new music); discover the growing legions of MP3Js (regular folks who use their iPods to become DJs); and meet average joes who create their own professional quality iPod commercials just for fun. **The Cult of iPod** looks at the cottage industries that have sprung up to capitalize on the iPod's popularity, too, from both fun and functional accessories to services that build customized playlists or will convert your entire CD library into the iTunes format. **The Cult of iPod** also covers the trend of celebrities and fashion mavens who've customized their iPods and made high-end limited edition carrying cases, as well as gadget freaks who've modded their iPods into one-of-a-kind designs that make techies drool.

“The iPod gives both Mac and Windows users a common object for their adoration. Even people who don't own an iPod have heard about podcasting, and they certainly have those ‘dancing silhouette’ ads tattooed on their brains,” said Bill Pollock, founder of No Starch Press. “Given the success of *The Cult of Mac* and the world's obsession with the iPod, we figure we can score a few books from the ravenous iPod freaks.”

Like its predecessor, **The Cult of iPod** has a striking cover image and innovative design that would impress Steve Jobs himself. It also includes hundreds of photos and graphics that illustrate the many aspects of the iPod and its admirers.

ABOUT THE AUTHOR: Leander Kahney is an editor at Wired News, where his *Cult of Mac* blog is a reader favorite. Previously, Kahney covered Apple and the Mac community for Wired News. 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. Kahney's work introduces an element of warmth not usually associated with technology reporting.

The Cult of iPod by Leander Kahney

November 2005, 160 pp., \$24.95, ISBN 1-59327-066-6

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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