

FOREWORD

With a title like the “The Old Fart’s Guide to the Macintosh,” you might be a little curious about its content. Can’t say that I blame you. Truth be known, the title is why I agreed to consider writing the foreword.

Macintosh, for all of its elegance and simplicity, is still doing a lot of sophisticated stuff. Like any power tool, you have to learn how to master it. If you’re a computer novice, then this book will speed you along the power curve. I know I learned a few things reading it.

By the way, if you’ve never used a Macintosh, you wonder what is so special about it. I warn you: reading this book may lead to an uncontrollable desire to adopt a Mac of your own, purchase one, or maybe even steal one. You will see that there truly is “a better way.”

Diehard Mac fans know the virtues of Macintosh ownership. One is that you age less — due to frustration avoidance. You live a sheltered life — free of computer viruses. You are more attractive to the opposite sex — because you have cool hardware.

Long time Mac owners may assume this book is only useful to neophytes. This book has a fair amount of hand holding, but Aaron’s keen insight into the Macintosh experience will undoubtedly lead you to a more profound mastery of the machine you already adore.

What is the real definition of “Old Fart” anyway? There is the cute explanation offered in the glossary of this book. But seriously, if you purchase this book, does it make you an old fart? Perhaps it does and maybe that’s a good thing.

People who consider themselves old farts are often very opinionated and capable of thinking independently; even if that means going against the norm. Mac enthusiasts are constantly prodded by friends and acquaintances to justify their choice in computing machinery. If you choose to use a Mac, it’s because you know how superior they are.

If you are considering giving this book as a gift to a loved one, there is one little problem. They might be insulted by the fact that you are calling them an old fart. For example, were you to say, “Honey, I saw this book and immediately thought of you,” it may not go over too well.

In fact, what you may really want to do is give them the gift of computer literacy. This book does this in a very down to earth way which will bring a person from knowing hardly anything to nearly a power user. Don’t just take my word for it, crack the book open and see for yourself.

Still, what do you do about the title? How do you give the gift of love without the negative innuendo? Simple, adjust the title with a little constructive graffiti like so:

Wife's
Old Fart's Guide
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This way, you are the old fart and the recipient is simply your loved one.

Guy Kawasaki

CEO of Garage Technology Ventures
Macintosh evangelist
Author of seven books including
Rules for Revolutionaries, *How to Drive
Your Competition Crazy*, *Selling the
Dream*, and *The Macintosh Way*.
Coming soon is his new book titled
The Art of the Start.