

GOOD
BETTER
Best

In Product Lines And Life.

@ihnatko

**I think I want a
new MacBook.**

Why Apple II is the world's best selling personal computer.

enjoy the real satisfaction a personal computer can bring, today and in the future.

15 colors & hi-resolution graphics, too.

Don't settle for a black and white display! Connect your Apple to a color TV and BASIC gives you instant command of three display modes: Text, 40h x 48v Color-graphics in 15 colors, and a 280h x 192v High Resolution array that lets you plot graphs and compose 3-D images. Apple gives you the added capability of combining text and graphics, too.

Back to basics, and assembly language too.

Apple speaks three languages: fast integer BASIC, floating point BASIC for scientific and financial applications

Which personal computer will be

**Good, Better
and Best.**

Desktops

Good

Better

Best



Desktops

Good

Better

Best

Mac Mini

Desktops

Good

Better

Best

Mac Mini

iMac

Desktops

Good

Better

Best

Mac Mini

iMac

Mac Pro

Desktops (1997)

Good

Better

Best



Workgroup Server 6150

Desktops (1997)

Mac Centris 660AV

Mac Quadra 7100

Good

Better

Best

Workgroup Server 7150

Mac Quadra 605

Mac LC 575

Mac Quadra 610
Workgroup Server 8150

Mac 520 LC

Mac Centris 610

Mac Color Classic

Mac TV

Mac Centris 605

10th Anniversary Mac
Mac Quadra 650

Mac LC 550

Mac Centris 650

Mac Color Classic II

Mac Quadra 660AV

1997: The Era Of

- Good
- Better
- Best
- Better than the first one
- Not as good as the third, maybe?
- Oh, is that a different model from the second?
- No, I mean the first second one.
- Could you show me the fourth one again?
- Umm...
- On second thought, can I just use your restroom?

Notebooks

Good

Better

Best

**MacBook
Air**

**MacBook
Pro**

**Retina
MacBook
Pro**

Music Players

Good

Better

Best

**iPod
Shuffle**

**iPod
Nano**

**iPod
Touch**

The Apple Lineup (2013)

	Good	Better	Best
Music Players	iPod Shuffle	iPod Nano	iPod Touch
Desktop PCs	Mac Mini	iMac	Mac Pro
Mobile PCs	MacBook Air	MacBook Pro	MB Pro Retina
Tablets	iPad Mini	Retina Mini	iPad Air







What I Think Will Happen:

The iPad Air changes from the "Best Tablet"
to the "Good Mobile PC."

MacBook Air moves up to "Better."

The iPad Air receives ongoing
ambitious upgrades.

Apple adds a new "iPhone 5c"-style iPad Mini.

The Apple Lineup (2013)

	Good	Better	Best
Music Players	iPod Shuffle	iPod Nano	iPod Touch
Desktop PCs	Mac Mini	iMac	Mac Pro
Mobile PCs	MacBook Air	MacBook Pro	MB Pro Retina
Tablets	iPad Mini	Retina Mini	iPad Air

The Apple Lineup (as I imagine it)

	Good	Better	Best
Music Players	iPod Shuffle	iPod Nano	iPod Touch
Desktop PCs	Mac Mini	iMac	Mac Pro
Mobile PCs	iPad Air	MacBook Air	MB Pro Retina
Tablets	Cheap Li'l iPad	Retina Mini	iPad

**But what would
this mean for
the Mac?**

People of MacOS:
You Will Be
ASSIMILATED.

**"The only product
worthy of killing
an Apple product
is another Apple
product."**

Apple is Steve Jobs.

Google is Woz.

**"Good, Better,
and Best" are
highly malleable
concepts.**

Notebooks

Good

Better

Best

**MacBook
Air**

**MacBook
Pro**

**Retina
MacBook
Pro**

**MacBook
Air**

Notebooks

Good

Better

Best

iPad Air

**MacBook
Pro**

**Retina
MacBook
Pro**

MacBook
Air

iPad Air

Notebooks

Good

Better

Best

Google
Chromebook

MacBook
Pro

Retina
MacBook
Pro

MacBook
Air

iPad Air

Notebooks

Good

Better

Best

Google
Chromebook

MacBook
Pro

Retina
MacBook
Pro

**But let's get the
focus back onto
me, please.**



**“But...but I’m a
desktop guy!”**

**There's a
big difference
between a
decision and a
habit.**

Why do I need
this thing I think
I need?

What's the abstract goal of this?

**Maybe I've been
an Itty Bitty Tablet
Guy all along...?**

**The world is not
overstocked with
firefighters,
astronauts and
ballet dancers.**

**We sometimes
pollute "Good,
Better Best" with
negativity.**

**It's "Good," not
"What I guess I'm
settling for."**

**It's "Good," not
"What I guess I'm
settling for."**

**It's "Better," not
"Merely Adequate."**

**It's "Better," not
"Merely Adequate."**

**It's "Best," not
"Unobtainable."**

**It's "Best," not
"Unobtainable."**

Q & A

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