



IPOD, Therefore I Am

By Dylan Jones

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IPOD, Therefore I Am By Dylan Jones

First came fire, the wheel, and penicillin...and then, according to Dylan Jones, a compulsive album collector, music journalist, and multi award-winning men's magazine editor, the next great invention to bless the human race was the iPod, Apple's groundbreaking mp3 player. Small, sleek, and sexy, but with the capacity to hold up to ten thousand songs, the iPod has stunned music lovers and gadget enthusiasts around the world. It has delighted indie-rock college kids and elderly jazz fans, classical musical buffs and teenage hip-hop hustlers, almost no technology has so seamlessly crossed the great divide.

In *iPod, Therefore I Am*, Jones tells the story of his own entrée into this exponentially growing cult, taking the reader on a hilariously candid journey through his lifelong addiction to all genres of music, however unfashionable. Along the way, he gives a tantalizing behind-the-scenes look at the genesis of the iPod, from its original conception by Steve Jobs, the man who famously reinvented Apple Computer, to the landmark design of Jonathan Ive, the innovative designer who has become a legend in his own time. Behind it all, we get an insight into the way that the iPod has radically transformed the way we approach music, listen to music, and possess music—turning all of us into curators. Appendices containing Jones's top playlists and his expert tips on getting the most out of your iPod make this love song to the iPod as practical as it is entertaining.

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Editorial Review

Review

'Wise, witty and fabulously entertaining, Dylan Jones has written a must-read book about Steve Jobs' 21st Century jukebox - and why we fell in love with music all over again.' -- Tony Parsons 'Not only is this Jones's account of his 'journey through music' and a celebration of the infinite playlist, it's also packed with helpful hints on getting the most out of your own ipod.' GLAMOUR (August 2005) 'it's Jones's skill at weaving poignant memories with the songs he listened to that makes this compelling.' EASY LIVING (August 2005) 'an engaging, witty personal journey...Jones is a sharp observer of the social scene and an original music critic.' -- Ed Smith TIMES (9.7.05) 'Jones takes us on a journey from a misspent youth...through Bowie to punk and discoe and all points beyond. He writes entertainingly about the kaleidoscope of musical trends over the past thirth years, and the fashion crimes they have engendered...' -- Mick Brown DAILY TELEGRAPH (23.7.05) 'Witty and entertaining.' AXM Magazine 'A true music geek, his love of the little white box is matched only by his love of music and, through a highly personal journey, his years in the business mean his tales of derring-do have the weight to make for hugely entertaining reading. Lucky bastard.' CITY LIFE 'His observations on the cults of youth are also sharply executed, with an effortless, conversational tone. He writes with disarming wit about his passion for Roxy Music, which peaks when Bryan Ferry compliments him on wearing 'the most amazing trousers I've ever seen.'" -- Sarah Boden OBSERVER (17.7.05) 'As ipods are more addictive than crack, you'll find Dylan Jones's homage to the music world's pocket rocket utterly moreish.' TATLER (September issue) 'Jones writes with fervour about the pop music from the seventies...Littered with anecdotes from fashionable London life, the book manages to leap fairly comfortably back and fourth through three topics: music, the creation of the iPod and Jones's own life story.' -- Conor Sweeney IRISH INDEPENDENT (30.7.05)

About the Author

Dylan Jones is the editor-in-chief of British *GQ*. A four time Magazine Editor of the Year award winner, he was formerly the editor of *Arena* and *i-D*. He has also been an editor at the *Face*, the *Sunday Times* and the *Observer*. His previous book, *Jim Morrison: Dark Star*, was a *New York Times* bestseller.

Users Review

From reader reviews:

Barbara Jones:

The publication untitled IPOD, Therefore I Am is the guide that recommended to you you just read. You can see the quality of the reserve content that will be shown to you actually. The language that creator use to explained their way of doing something is easily to understand. The copy writer was did a lot of study when write the book, and so the information that they share for your requirements is absolutely accurate. You also could get the e-book of IPOD, Therefore I Am from the publisher to make you far more enjoy free time.

Anita Jones:

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