PageMaker—The Dawn of Desktop Publishing

In 1984, Apple introduced the Macintosh with bit-mapped graphics (the ability to display any font or graphic on the screen) and the ability to print on a laser printer. A company later known as Adobe created PageMaker, a program for laying out type and graphics on a page. This program led to the creation of the desktop publishing industry, a revolution for writers, artists, and publishers.

As with VisiCalc, Apple did not have to build the application software for this revolution, only provide the tools and the context for others to build on.

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Get Out of the Way!
How to Manage Development
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