

alan turing apple logo history

The Untold Story: Alan Turing's Shadow and the Evolution of the Apple Logo

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Summary: This analysis delves into the often-overlooked connection between Alan Turing, the pioneering computer scientist, and the evolution of the Apple logo. It examines the symbolic resonance of the apple in both contexts, exploring the narrative of the "forbidden fruit" and its implications for technological progress and societal impact. The article argues that while there's no direct, documented link between Turing and the Apple logo's design, the underlying themes of innovation, transgression, and the pursuit of knowledge are deeply interwoven with both Turing's legacy and Apple's brand identity. The analysis further explores how this subtle connection continues to shape current design trends and brand storytelling.

1. Introduction: The Apple and the Enigma - Unpacking the 'alan turing apple logo history' Narrative

The iconic Apple logo, a stylized, multicolored apple with a bite taken out, is instantly recognizable globally. Yet, beyond its aesthetic appeal, lies a complex history often debated by designers and technology enthusiasts. While no official statement directly connects the design to Alan Turing, the father of theoretical computer science and a pivotal figure during World War II, the "alan turing apple logo history" has become a compelling narrative, hinting at a deeper, unspoken connection. This exploration will analyze this narrative critically, examining its factual basis, symbolic weight, and ongoing impact on contemporary design trends. The absence of explicit confirmation doesn't diminish the richness of interpreting the subtle parallels between Turing's life and work and Apple's brand identity, enriching the 'alan turing apple logo history' discussion.

2. The Symbolism of the Apple: Forbidden Knowledge and Technological Advancement

The apple, a potent symbol throughout history, carries multiple layers of meaning. In the Judeo-

Christian tradition, it represents the forbidden fruit of knowledge, the act of transgression leading to enlightenment and expulsion from paradise. This duality resonates profoundly with the history of technology, particularly in the context of Alan Turing's work. Turing's groundbreaking contributions to computing, codebreaking, and artificial intelligence were, in many ways, acts of transgression against the established scientific paradigms of his time. His work pushed boundaries, unlocking new possibilities while facing resistance and ultimately, a tragic end. The "bite" in the Apple logo can be interpreted as representing this act of taking a bite into the forbidden fruit of knowledge, a daring step into the unknown realms of computation. This symbolic resonance adds depth to the 'alan turing apple logo history' discussion, suggesting an unconscious or perhaps even intentional nod to this profound narrative.

3. The Rainbow Apple and the Counter-Cultural Spirit of the 1970s and 1980s

The initial rainbow-striped Apple logo, designed by Rob Janoff in 1977, reflected the vibrant, counter-cultural spirit of the era. This era witnessed a growing fascination with technology's potential to challenge authority and transform society. Turing's own life, marked by persecution for his homosexuality and his groundbreaking but initially unacknowledged contributions to codebreaking, aligns with this rebellious ethos. The rainbow palette, associated with the LGBTQ+ community, further strengthens this connection in retrospect, adding another layer to the 'alan turing apple logo history' narrative, though it's essential to note this connection wasn't explicitly intended at the time.

4. The Evolution of the Apple Logo: From Rainbow to Monochrome and Back

The evolution of the Apple logo, from the vibrant rainbow stripes to the minimalist monochrome designs, reflects broader shifts in design aesthetics and technological developments. However, the underlying symbolism of the apple, imbued with the connotations of knowledge and transgression, has remained relatively consistent. This enduring symbolism subtly connects the logo to the core values often associated with Turing's legacy – innovation, intellectual daring, and a relentless pursuit of knowledge, despite facing adversity. This enduring element deepens the often-debated 'alan turing apple logo history'.

5. The Impact of the 'alan turing apple logo history' on Current Brand Storytelling

The implicit connection between Alan Turing and the Apple logo continues to influence current brand storytelling practices. Apple's emphasis on innovation, design, and user experience echoes the spirit of Turing's pioneering work. The narrative of the "underdog" who challenges established norms and achieves greatness resonates with both Turing's story and Apple's own brand mythology. This subtle association contributes to Apple's brand equity and its ability to create a powerful emotional connection with its consumers, effectively utilizing the untold aspects of 'alan turing apple logo history'.

6. Beyond Symbolism: The Material Culture of Computing and

the Turing Legacy

Analyzing the 'alan turing apple logo history' requires considering the broader material culture of computing and the tangible legacy of Alan Turing's work. The development of the personal computer, heavily influenced by Turing's theoretical contributions, led to the emergence of companies like Apple. While there's no direct causal link to the logo's design, the overarching historical context strengthens the connections within the 'alan turing apple logo history'. The rise of personal computing wouldn't have been possible without Turing's breakthroughs.

7. Critical Perspectives: Challenging the Narrative

It's crucial to acknowledge the limitations of the 'alan turing apple logo history' narrative. There is no concrete evidence suggesting a direct, intentional link between Turing and the Apple logo design. The connections discussed here are largely interpretive and based on symbolic resonance rather than explicit documentation. However, this doesn't negate the value of exploring the parallels and the suggestive power of the symbolic relationships discussed.

8. Conclusion: A Legacy of Innovation and Transgression

The 'alan turing apple logo history' remains a fascinating subject, blending fact, speculation, and symbolic interpretation. While the direct connection remains unsubstantiated, the compelling parallels between Turing's life and work, and Apple's brand identity, offer valuable insights into the enduring power of symbolism in design and technology. The implicit connection continues to shape current trends in brand storytelling, underscoring the profound impact of both Turing's legacy and Apple's iconic logo. The ongoing discussion around 'alan turing apple logo history' highlights the multifaceted nature of technological innovation and its complex relationship with cultural narratives.

FAQs:

1. Did Alan Turing design the Apple logo? No, Alan Turing did not design the Apple logo. The logo was designed by Rob Janoff.
2. What is the significance of the "bite" in the Apple logo? The "bite" has various interpretations, including a reference to the forbidden fruit and the act of taking a bite into knowledge.
3. What is the connection between the rainbow Apple logo and Alan Turing's legacy? The rainbow colours, associated with the LGBTQ+ community, create a retrospective connection to Turing, given his persecution for his homosexuality.
4. Is there any documented evidence linking Turing to the Apple logo's creation? No, there is no documented evidence of a direct connection. The links are primarily symbolic and interpretative.
5. How does the 'alan turing apple logo history' influence modern branding? The story highlights the power of symbolic resonance in branding and the importance of connecting with a broader cultural narrative.

6. What is the broader historical context surrounding the 'alan turing apple logo history'? The historical context includes the rise of personal computing, the counter-culture movement, and the legacy of Alan Turing's contributions to computing.
7. What are the critical limitations of interpreting the 'alan turing apple logo history'? The main limitation is the absence of direct evidence linking Turing to the logo's design; the connections are mainly symbolic and interpretative.
8. How does the symbolism of the apple contribute to the 'alan turing apple logo history'? The apple symbolizes knowledge, transgression, and the pursuit of forbidden knowledge, reflecting aspects of Turing's life and work.
9. Why is the 'alan turing apple logo history' still relevant today? It demonstrates how powerful symbolism and historical context can influence brand identity and storytelling, contributing to a company's lasting impact.

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alan turing apple logo history: *The Annotated Turing* Charles Petzold, 2008-06-16

Programming Legend Charles Petzold unlocks the secrets of the extraordinary and prescient 1936 paper by Alan M. Turing. Mathematician Alan Turing invented an imaginary computer known as the Turing Machine; in an age before computers, he explored the concept of what it meant to be computable, creating the field of computability theory in the process, a foundation of present-day computer programming. The book expands Turing's original 36-page paper with additional background chapters and extensive annotations; the author elaborates on and clarifies many of Turing's statements, making the original difficult-to-read document accessible to present day programmers, computer science majors, math geeks, and others. Interwoven into the narrative are the highlights of Turing's own life: his years at Cambridge and Princeton, his secret work in cryptanalysis during World War II, his involvement in seminal computer projects, his speculations about artificial intelligence, his arrest and prosecution for the crime of gross indecency, and his early death by apparent suicide at the age of 41.

alan turing apple logo history: *Logo Design Love* David Airey, 2009-12-20 There are a lot of books out there that show collections of logos. But David Airey's "Logo Design Love" is something different: it's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar In *Logo Design Love*, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer. Contributors include Gerard Huerta, who designed the logos for Time magazine and Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25 practical design tips for creating logos that last

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intelligence, but his work was cut short. As an openly gay man at a time when homosexuality was illegal in England, he was convicted and forced to undergo a humiliating treatment that may have led to his suicide. With a novelist's sensitivity, David Leavitt portrays Turing in all his humanity—his eccentricities, his brilliance, his fatal candor—and elegantly explains his work and its implications.

alan turing apple logo history: Ian Fleming's Commandos Nicholas Rankin, 2011-10-07

Rankin tells the story of a secret intelligence outfit conceived and organized by Ian Fleming during World War II, named 30 Assault Unit, a group who was expected to seize enemy codebooks, cipher machines, and documents in high-stakes operations, and which inspired his creation of the James Bond character.

alan turing apple logo history: **Alan Turing: The Enigma** Andrew Hodges, 2014-11-10 A NEW YORK TIMES BESTSELLER The official book behind the Academy Award-winning film *The Imitation Game*, starring Benedict Cumberbatch and Keira Knightley It is only a slight exaggeration to say that the British mathematician Alan Turing (1912–1954) saved the Allies from the Nazis, invented the computer and artificial intelligence, and anticipated gay liberation by decades—all before his suicide at age forty-one. This New York Times bestselling biography of the founder of computer science, with a new preface by the author that addresses Turing's royal pardon in 2013, is the definitive account of an extraordinary mind and life. Capturing both the inner and outer drama of Turing's life, Andrew Hodges tells how Turing's revolutionary idea of 1936—the concept of a universal machine—laid the foundation for the modern computer and how Turing brought the idea to practical realization in 1945 with his electronic design. The book also tells how this work was directly related to Turing's leading role in breaking the German Enigma ciphers during World War II, a scientific triumph that was critical to Allied victory in the Atlantic. At the same time, this is the tragic account of a man who, despite his wartime service, was eventually arrested, stripped of his security clearance, and forced to undergo a humiliating treatment program—all for trying to live honestly in a society that defined homosexuality as a crime. The inspiration for a major motion picture starring Benedict Cumberbatch and Keira Knightley, *Alan Turing: The Enigma* is a gripping story of mathematics, computers, cryptography, and homosexual persecution.

alan turing apple logo history: *The Apple Revolution* Luke Dormehl, 2012-08-02 On 26 May, 2010 Apple Inc. passed Microsoft in valuation as the world's largest technology company. Its consumer electronic products - ranging from computers to mobile phones to portable media devices, not to mention its iTunes, iBook and App Store - have influenced nearly every facet of our lives, and it shows no sign of slowing down. But how did Apple - a company set up in the back room of a house by two friends, and one that always marketed itself as the underdog - become the marketplace leader (and the world's second largest company overall), and is it a good thing to have one company hold so much power? In *The Apple Revolution* Luke Dormehl shares the inside story of how Apple Inc. came to be; from the formation of the company's philosophies and user-friendly ethos, to the iPod moment and global domination, leaving you with a deep understanding of how it was created, why it has flourished, and where it might be going next.

alan turing apple logo history: **Alan Turing** Nigel Cawthorne, 2014-09-14 Spring 1940: The Battle of the Atlantic rages. Vulnerable merchant convoys are at the mercy of German U-boats controlled by a cunning system of coded messages created by a machine called Enigma. Only one man believes that these codes can be broken - mathematician and Bletchley Park cryptanalyst Alan Turing. Winston Churchill later described Turing's success in breaking the Enigma codes as the single biggest contribution to victory against Nazi Germany. Unheralded during his lifetime, Turing is now recognized as the father of modern computer science and as possessing one of the greatest minds of the 20th century. Drawing on original source material, interviews and photographs, this book explores Turing's groundbreaking work as well as revealing the private side of a complex and unlikely national hero.

alan turing apple logo history: The Universal Machine Ian Watson, 2012-05-17 The computer unlike other inventions is universal; you can use a computer for many tasks: writing, composing music, designing buildings, creating movies, inhabiting virtual worlds, communicating... This

popular science history isn't just about technology but introduces the pioneers: Babbage, Turing, Apple's Wozniak and Jobs, Bill Gates, Tim Berners-Lee, Mark Zuckerberg. This story is about people and the changes computers have caused. In the future ubiquitous computing, AI, quantum and molecular computing could even make us immortal. The computer has been a radical invention. In less than a single human life computers are transforming economies and societies like no human invention before.

alan turing apple logo history: *I Am My Brand* Kubi Springer, 2019-10-03 Shortlisted for the 2020 Business Book Awards *I Am My Brand* is a toolkit for personal brand success. Featuring dynamic female brand builders from around the world, the book is a woven tapestry of personal brand advice with storytelling and support that offers a practical guide for female entrepreneurs, freelancers and executives. *I Am My Brand* explores the techniques used by different women across cultures to build their personal brand, as well as the challenges they faced and their paths to overcoming them. Focused on the skills needed to succeed, their stories – coupled with the author's expertise – will support readers on their own journey to brand success and self-empowerment in work and life. The book is written in a down-to-earth style, with light entertainment and real-life anecdotes, providing insights into how to create, package and grow your personal brand. Written by one of the most influential female brand builders in the UK, *I Am My Brand* is a testament to the power of being a woman and illustrates what it takes to build a powerful female brand in today's male dominated business world.

alan turing apple logo history: *Alan M. Turing* Sara Turing, 2012-03-22 Containing never-before-published material, this fascinating account sheds new light on one of the greatest figures of the twentieth century.

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alan turing apple logo history: *Reflections of Alan Turing* Dermot Turing, 2021-04-22 Everyone knows the story of the codebreaker and computer science pioneer Alan Turing. Except ... When Dermot Turing is asked about his famous uncle, people want to know more than the bullet points of his life. They want to know everything – was Alan Turing actually a codebreaker? What did he make of artificial intelligence? What is the significance of Alan Turing's trial, his suicide, the Royal Pardon, the £50 note and the film *The Imitation Game*? In *Reflections of Alan Turing*, Dermot strips off the layers to uncover the real story. It's time to discover a fresh legacy of Alan Turing for the twenty-first century.

alan turing apple logo history: *Turing's Cathedral* George Dyson, 2012 Documents the innovations of a group of eccentric geniuses who developed computer code in the mid-20th century as part of mathematician Alan Turing's theoretical universal machine idea, exploring how their ideas led to such developments as digital television, modern genetics and the hydrogen bomb.

alan turing apple logo history: *The Man Who Knew Too Much Illustrated* G K Chesterton, 2020-11 *The Man Who Knew Too Much* and other stories (1922) is a book of detective stories by English writer G. K. Chesterton, published in 1922 by Cassell and Company in the United Kingdom, and Harper Brothers in the United States.[1][2][3][4] The book contains eight connected short stories about *The Man Who Knew Too Much*, and additional unconnected stories featuring separate heroes/detectives. The United States edition contained one of these additional stories: *The Trees of Pride*, while the United Kingdom edition contained *Trees of Pride* and three more, shorter stories:

The Garden of Smoke, The Five of Swords and The Tower of Treason.

alan turing apple logo history: Paradise Rot Jenny Hval, 2018-10-02 Jo is in a strange new country for university and having a more peculiar time than most. In a house with no walls, shared with a woman who has no boundaries, she finds her strange home coming to life in unimaginable ways. Jo's sensitivity and all her senses become increasingly heightened and fraught, as the lines between bodies and plants, dreaming and wakefulness, blur and mesh. This debut novel from critically acclaimed artist and musician Jenny Hval presents a heady and hyper-sensual portrayal of sexual awakening and queer desire.

alan turing apple logo history: The Universal Computer Martin Davis, 2018-10-08 The breathtakingly rapid pace of change in computing makes it easy to overlook the pioneers who began it all. Written by Martin Davis, respected logician and researcher in the theory of computation, *The Universal Computer: The Road from Leibniz to Turing* explores the fascinating lives, ideas, and discoveries of seven remarkable mathematicians. It tells the stories of the unsung heroes of the computer age – the logicians. The story begins with Leibniz in the 17th century and then focuses on Boole, Frege, Cantor, Hilbert, and Gödel, before turning to Turing. Turing's analysis of algorithmic processes led to a single, all-purpose machine that could be programmed to carry out such processes—the computer. Davis describes how this incredible group, with lives as extraordinary as their accomplishments, grappled with logical reasoning and its mechanization. By investigating their achievements and failures, he shows how these pioneers paved the way for modern computing. Bringing the material up to date, in this revised edition Davis discusses the success of the IBM Watson on Jeopardy, reorganizes the information on incompleteness, and adds information on Konrad Zuse. A distinguished prize-winning logician, Martin Davis has had a career of more than six decades devoted to the important interface between logic and computer science. His expertise, combined with his genuine love of the subject and excellent storytelling, make him the perfect person to tell this story.

alan turing apple logo history: Natural Wonders Every Child Should Know Edwin Tenney Brewster, 1912

alan turing apple logo history: Alan Turing Hourly History, 2019-04-16 Alan Turing Alan Turing had a radical and ingenious mind. He is considered one of the fathers of artificial intelligence, and his theories on this matter range from purely mechanical to almost spiritual. During World War II, his decryption of the Nazis' Enigma codes proved vital for the Allied victory over the Axis powers. Turing's fingerprints are everywhere, and yet his own country for quite some time failed to acknowledge it. It wasn't until 2009 that the then prime minister of the United Kingdom, Gordon Brown, issued an official, posthumous apology to Alan Turing for the appalling way he was treated. To many, this was an admission that was far too long in coming. Inside you will read about... □ The Death of His First Love □ Turing Machines □ Breaking the Nazis' Enigma Codes □ Conviction and Chemical Castration □ The Poison Apple And much more! As the chronicling of this book demonstrates, Alan Turing's life was by no means easy; there were hardships, trials, and tribulations that would shake him to his core. But despite the tragic way his life ended by way of a poison apple, the spark ignited by Alan Turing's short life is still something exceedingly brilliant to behold. Series Information: World War 2 Biographies Book 7

alan turing apple logo history: Expanded Animation Jeremiah Diephuis, Jürgen Hagler, Alexander Wilhelm, Michael Lankes, 2019-04-30 The symposium *Expanded Animation* was initiated in 2013 and offered a first approach to the expanded field of computer animation. In the meantime, it has become an established part of the Ars Electronica Animation Festival and the international competition Prix Ars Electronica Computer Animation. Every year under an overarching theme, the symposium has researched the field of technology and art, animation and aesthetics, investigated the collapsing boundaries in digital animation and explored positions and future trends. Much like the first conferences on computer animation at Ars Electronica in the 1980s, practice and theory are equally important. The richly illustrated publication *Expanded Animation. The Anthology* features contributions from speakers and artist positions from the past five years and presents an overview of

the prize winners in Computer Animation.

alan turing apple logo history: IWOZ Steve Wozniak, Gina Smith, 2007 I, WOZ offers readers a unique glimpse into the offbeat and brilliant but ethical mind that conceived the Macintosh. After 25 years avoiding the public eye, Steve Wozniak reveals the full story of the Apple computer, from its conception to his views on the iconic cult status it has achieved today. In June 1975 Steve's curiosity and determination inspired him to build a computer, the first Apple. Six months later, he sold the machine, and for the self-professed 'engineer's engineer', success was imminent. But this story is full of life lessons, critical decisions, huge triumphs and big mistakes. Steve speaks also of his childhood, phone hacking pranks, working at Hewlett-Packard, the life-changing plane crash and teaching.

alan turing apple logo history: Virtual Memory Hoday King, 2015-10-23 In Virtual Memory, Hoday King traces the concept of the virtual through the philosophical works of Henri Bergson, Gilles Deleuze, and Giorgio Agamben to offer a new framework for thinking about film, video, and time-based contemporary art. Detaching the virtual from its contemporary associations with digitality, technology, simulation, and speed, King shows that using its original meaning—which denotes a potential on the cusp of becoming—provides the means to reveal the analog elements in contemporary digital art. Through a queer reading of the life and work of mathematician Alan Turing, and analyses of artists who use digital technologies such as Christian Marclay, Agnès Varda, and Victor Burgin, King destabilizes the analog/digital binary. By treating the virtual as the expression of powers of potential and change and of historical contingency, King explains how these artists transcend distinctions between disembodiment and materiality, abstraction and tangibility, and the unworldly and the earth-bound. In so doing, she shows how their art speaks to durational and limit-bound experience more than contemporary understandings of the virtual and digital would suggest.

alan turing apple logo history: Dark and Bright Mathematics Dirk Huylebrouck, 2023-11-20 Was it necessary for a 17th century painter to know principles of optics to hide a skull in one of his masterpieces? Is it possible the violent deaths of Roman emperors obey a statistical law? Are there connections between market trends and geometry? How did Islamic artists draw almost perfectly regular nine-sided polygons, when these cannot be traced with the use of compasses? Dirk Huylebrouck asks these and other exciting questions in this collection of essays, originally written for the science magazine EOS, a Dutch equivalent of Scientific American, distributed in Belgium and in The Netherlands. Every chapter can be read independently, as some subjects are repeated, and not strictly interconnected. Such is the case for instance of the golden section, an often-recurring topic in general mathematics. The reader will appreciate the original point of view expressed through each chapter, which makes this book stand out against the general information one can find by browsing the general media. The subtly provocative character of some parts is meant to stimulate the reader for further exploration. The book's title itself may already generate surprise. Sure, to many, mathematics seems to come from hell, but the darkness in the title in fact refers to the lugubrious stories about math and skulls, murders or World War II. There is also a more down-to-earth part is about math and maps, money, Facebook, folding paper, shapes in ice and the most earthly yet unsolved math problems. 'Bright mathematics' alludes to Vedic, Islam, New Age, a meta-divine section, and is concluded by an interview with a top mathematician who also wrote about the existence of God.

alan turing apple logo history: Electric Universe David Bodanis, 2006-02-28 The bestselling author of $E=mc^2$ weaves tales of romance, divine inspiration, and fraud through an account of the invisible force that permeates our universe—electricity—and introduces us to the virtuoso scientists who plumbed its secrets. For centuries, electricity was seen as little more than a curious property of certain substances that sparked when rubbed. Then, in the 1790s, Alessandro Volta began the scientific investigation that ignited an explosion of knowledge and invention. The force that once seemed inconsequential was revealed to be responsible for everything from the structure of the atom to the functioning of our brains. In harnessing its power, we have created a world of

wonders—complete with roller coasters and radar, computer networks and psychopharmaceuticals. In *Electric Universe*, the great discoverers come to life in all their brilliance and idiosyncrasy, including the visionary Michael Faraday, who struggled against the prejudices of the British class system, and Samuel Morse, a painter who, before inventing the telegraph, ran for mayor of New York City on a platform of persecuting Catholics. Here too is Alan Turing, whose dream of a marvelous thinking machine—what we know as the computer—was met with indifference, and who ended his life in despair after British authorities forced him to undergo experimental treatments to “cure” his homosexuality. From the frigid waters of the Atlantic to the streets of Hamburg during a World War II firestorm to the interior of the human body, *Electric Universe* is a mesmerizing journey of discovery.

alan turing apple logo history: The Turing Guide Jack Copeland, Jonathan Bowen, Mark Sprevak, Robin Wilson, 2017-02-16 Alan Turing has long proved a subject of fascination, but following the centenary of his birth in 2012, the code-breaker, computer pioneer, mathematician (and much more) has become even more celebrated with much media coverage, and several meetings, conferences and books raising public awareness of Turing's life and work. This volume will bring together contributions from some of the leading experts on Alan Turing to create a comprehensive guide to Turing that will serve as a useful resource for researchers in the area as well as the increasingly interested general reader. The book will cover aspects of Turing's life and the wide range of his intellectual activities, including mathematics, code-breaking, computer science, logic, artificial intelligence and mathematical biology, as well as his subsequent influence.

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