

april 23, 2008

quarterly dance in progress

Like it or not, **Apple Inc.'s finances** are the biggest news story of the week, barring something totally unexpected like an iPod Air or Mac Nano. The company's stock price has taken a beating from unfounded speculation about imagined "problems" ranging from "missing" iPhones to guesses that new markets are opening because it costs Steve Jobs more to fly his jet than it did a year ago. Our monster **MWJ Analysis** looks at all these problems and debunks them (or offers theories thereupon), including showing that there never were any "missing" iPhones, and that sometimes analysts just don't know how to count. It includes transcripts showing how Apple executives repeatedly used boilerplate language that led analysts to make up data to fill in the gaps, and it even suggests some questions for analysts. Don't worry about reading all this in a single sitting, but if you want to understand what's been going on, this is the issue for you. [The money pit, page 1.](#)

how things go south

The **Weekly Attitudinal** returns today with "A Modest Proposal" that's less violent than [the famous monograph](#) of the same title, but perhaps more useful. The latest unsourced, unfounded Mac rumor has the potential to cost Apple millions of dollars in sales during the upcoming educational buying season – if people believe it's true and it gets media traction. So far, that hasn't happened, but your

Attitudinal, thinking ahead, offers a simple suggestion for those inattentive half-wits who might later wonder why Apple would be mad at "its biggest fans." [A swift kick, page 2.](#)

the more things change

As we've recently told all non-trial subscribers in E-mail, the keyboard and mouse on our production machine are the only parts of our workflow that have not been upgraded or replaced since last we brought you **MWJ**, including the Ethernet cables, displays, hard drives, publishing software, and not least by any stretch, the computer. Part of those long upgrades has allowed the resurrection of the **MacJournals-Talk mailing list**, where we've been discussing Mac issues, **MDJ**, and **MWJ** for several weeks. The new list is by invitation only, and if you're a non-trial subscriber and didn't get your invitation on 2008.04.05 or thereabouts, fear not: we'll be sending everyone another invitation later today.

Watch for the message, which will come from the `lists.macjournals.com` domain and contain the header "X-BeenThere: macjournals-talk@lists.macjournals.com" (other parts are generated dynamically and may differ from subscriber to subscriber). If you're already on the list, you won't get another invitation; if you don't want to join, just ignore the message (but be aware that you'll have to ask us for a new invitation later if you don't act on this next one within 72 hours). If you'd like some **MWJ**-style discussion between issues while we ramp things back up, we'd love to see you there!

MWJ analysis

looking back to q1

how great results turned into bad press

four times per year, the business and technology press starts looking into Apple Inc.'s finances, like Ebenezer Scrooge peering over Bob Cratchit's shoulder – except unlike Scrooge, the analysts don't own Apple's ledger. They just act as if they do.

The financial dance starts again this week, as Apple releases results for its second fiscal quarter of 2008 on [Wednesday, 2008.04.23](#). As of Monday, Apple stock had more or less recovered from the [three-month beating](#) it took after the company released its results for the *first* fiscal quarter