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APPLE – THE EVOLUTION OF TECHNOLOGY

INTRODUCTION

Apple Inc. is one of the most recognized technology companies around the world that is famous for presenting numerous inventions and radical business models. The case Apple – The Evolution of Technology from the case solutions. com goes into the different moves that this organization has taken to place it at the helm of running the entire technology industry. The details of the identified case solution concern Apple’s development, strategies, and insights that might be of interest for other companies.

CUSTOMER-CENTRIC APPROACH:

This is for the reason that users are prioritized as well as the desire to have a whole system of applications and services that are consistent in terms of design and functionality make users loyal to a particular brand.

Strategic Flexibility: The general concept of internationalization can be said to underline the importance of market and consumer segment adaptation.

EVOLUTION OF APPLE

The inception of Apple started in 1976 with Apple I personal computer launched by Steve Jobs, Steve Wozniak and Ronald Wayne. The main position of the company has always been to develop and manufacture exceptionally innovative and easy to use products. Changing its initial focus from just a producer of personal computers, Apple has become a multinational company that designs, develops, and sells consumer electronics, software for personal computers and other digital multimedia devices besides offering digital services.

CONCLUSION

The inception of Apple started in 1976 with Apple I personal computer launched by Steve Jobs, Steve Wozniak and Ronald Wayne. The main position of the company has always been to develop and manufacture exceptionally innovative and easy to use products. Changing its initial focus from just a producer of personal computers, Apple has become a multinational company that designs, develops, and sells consumer electronics, software for personal computers and other digital multimedia devices besides offering digital services.

RECOMMENDATION

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