



Apple. Then and Now

Billy George

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Seminar paper from the year 2013 in the subject Business economics - Operations Research, grade: A, Monash University Melbourne, language: English, abstract: Apple, One of the most famous organizations in the world known for its technical innovation year on year was founded on 1st April 1976 and headquartered at California. Apple is known for its software, desktop, laptops, mobile I Phones, I Pod, applications, television, I Pad, etc. (About Apple, 2013) Apple has been on the continuous verge of innovation since its time of incorporation. Founded by Late Mr. Steve Jobs, this company was known for its product launch especially. The biggest example of dedication towards new viewpoint and innovation was seen in 2007, the day Apple Computers was named Apple. Steve Jobs announced the new I Phone, this gave the world a news which company is now diversifying and going on different product lines. (Apple, 2007) In last five - six years, Apple has been showcasing its innovation and challenging their own products again and again. Although they are coming up with product and software up gradation recently, we now expect some major new product and new software development.

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