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Abstracts

Solved Case study of Apple Inc

Contents

Please summarize the story of Apple.

Please describe Steve Job's entrepreneurial characteristics and please provide examples.

Please describe what, how and when Apple did the right thing and what, how, and when Apple did the thing right. (i.e. provide a discussion of Apple's strategic strategies and operational/competitive strategies).

What should Tim Cook extrapolate, and why?

Please address John Tarpey's concerns.

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