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Nota di contenuto	Apple's Secret Of Success; ABSTRACT; TABLE OF CONTENTS; List of figures; Abbreviations; 1 Introduction to the study; 2 LITERATURE REVIEW; 3 METHODOLOGY; 4 RESEARCH FINDINGS; 5 CONCLUSION; 6 BIBLIOGRAPHY; 7 APPENDIX
Sommario/riassunto	HauptbeschreibungThere is possibly no other company which is so casual and at the same time so powerful as the computer and entertainment manufacturer Apple. The company controls the online-music market, the market for portable music players and is now capturing the high-tech mobile phone market. Apple moves into new electronic markets with strong competitors, in order to monopolise them just a short time later.The CEO, Steve Jobs, has brought a brand into being that is different and at the same time mainstream. A strong magnetic brand which yields more influence in people's lif