

# [Apple case study](https://assignbuster.com/apple-case-study/)

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What, historically, have beenApple‘ s competitive advantages? 2.

Analyze the personal computer industry. Why did Apple struggle historically in PC’s? 3. How sustainable is Apple’s competitive position in PC’s, MPH players and smartness? 4. What are Apple’s long-term prospects for the PAD? 5. What advice would you offer the new CEO Tim Cook? 5.

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