

Apple computer

[Technology](#), [Computer](#)



Today Apple Company is one of the most revolutionary computer companies in the world that is involved in designing, evolving and marketing personal computers, media devices, peripherals, networking solutions, and third-party digital content and applications. (Denominator, 2011) The timeline gives us an outlook of Apple's biggest successes and failures. Some of the Apple's successes come from the reinvention of Apple computer and Apple's culture. The first success came from the Apple II In 1977.

The Apple II was designed for mass production and broad consumer appeal and that must have contributed to the success of Apple II. In 1984, the Introduction of first Macintosh was success. To appeal to the consumes, Apple created hype around the Macintosh with Its Infamous " 1984" Super Bowl commercial, and announced it at their 1984 shareholders meeting to a wildly excited audience. Cheaper and more compact than the Lisa, the Macintosh became a commercial success.

In 1998, apple came up with mimic. The mimic was a radical overhaul of the Macintosh and it was intended to regain market share for Apple. The mimic, which is referred to as the " blue bubble" was a commercial success, as it caught the eye of consumers and in 2001; book 63 became another Apple's reinvention that was designed to compete with Apple's arch-rivals. The new all-white book reduced the bulk of the " clamshell" version and was lighter and faster than ever before. (diminution. Mom, 2011) The failures of Apple are also maintained on the timeline website; some of the failures were: Apple III (1980): the Apple III was one of AppleS failures that were related to design Issues, hardware problems, and a very high price tag. Those Issues contributed to Apple III commercial failure after successfully launching Apple
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II in the market. In 1983, Apple reinvented Apple III and came up with the first commercial computer with a graphical interface, mouse, and cursor called Lisa. Lisa was not very successful as Apple had hoped; its steep \$9995 price tag kept it from being successful.

After Apple had successfully introduced mimic in the market, Apple developed a mouse that came with the mimic. The mimic was largely criticized by users and the users dubbed the mimic mouse as a "hockey puck mouse," it was difficult to maneuver and is commonly cited as a rare Apple design failure. Most of Apple's success can be linked directly back to its culture as expressed in Time magazine by Tim Bazaars, the 6 reasons why Apple is so successful. For any product that Apple creates, the people who create it have to want it themselves.

Most companies are moved by the latest technologies they have at their disposal and often create something because they can. But Apple's approach is quite different in that the engineers who create Apple products do so for themselves. Represented the real customer. Any design must be something that the engineers themselves cannot live without. Another reason, the products have to be easy to use; Jobs was a stickler on this point. While industrial design is a critical component of any product Apple makes, if it is not easy to use, it is considered worthless to the consumer.

This is what has driven the company's user-interface designs from Day 1 and is still the mantra pushed to the software and hardware engineers every day they go to work. Apple also believes that they can only make products if they can make it better. Apple is known for reinventing. After inventing the first

commercial PC the Apple II, and the Mac improved on PC's with a graphical user interface and mouse input, all of Apple's other products have been recreations of existing products which has contributed to its success.

Abstain, 2012) The actions of Apple apply to the Tacos in the following areas; the importance of innovation, the types and Patterns of Innovation in Apple's products and the timing of introduction of the product in the market I. E. The launching of Macintosh during the supper ball. Standards Battles and Design Dominance and protecting innovation and identifying Core competencies and choosing innovation projects all these are demonstrated in the history of success and allures of Apple Company and Apples culture.