

Trigger paper

Business



RUNNING HEADER: Apple and the Need for Change
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Apple and the Need for Change
Apple Inc. is considered the largest technology manufacturer in the world, operating in domestic and international markets. Trigger events causing the need for change in this organization include changing social trends and lifestyle dynamics of consumers. Traditional in-store promotions to expand the business brand are no longer worth the expenditures with a growing reliance on social media for lifestyle habits. Many of the targeted consumers in Apple's core buyer segments now have visibility on sites such as Facebook and are able to offer their opinions and feedback on Apple products via what are referred to as brand communities online. Goodson (2011) indicates that in order for a business to keep its customers loyal, it must be transparent and build relationships with customers.

Apple is forced to change its branding strategies in marketing and also develop a presence in social media in order to be more interactive with customers so that they will remain devoted and trusting buyers. This requires planning, reorganization of marketing personnel in operations, and also financial investment to provide transparency and maintain customer relationships. Business Week (2007, p. 1) reinforces that Apple "has gone out of its way" to establish brand loyalty since much of its sales revenues come from repeat buyers. When customers now have the ability to provide negative publicity through blogs and social discussion online, the business must be responsive to gain positive product feedback and ensure its reputation. This involves being more adaptable and providing support staff in social media as a long-term strategic plan, a labor-intensive and cost-adding effort to satisfy a new type of evolving consumer market.

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