

# Has apple lost its cool to samsung

[Business](#)



Article Evaluation Essay Introduction The article “ Has Apple Lost its Cool to Samsung?” talks about the recent falling profits and stock prices of apple iphone in Comparison to the growth of Samsung Smartphone’s. According to this article, Samsung profits increased in the last quarter of the year 2012 by 76% percent which is quite commendable. Apple on the other hand registered a considerable drop in the demand of its iphone with its stock declining by 37% percent since it hit the peak after being released in September 2012. The success of Samsung in the Smartphone market has been as a result of rigorous advertising and campaigning. Nevertheless, the author acknowledges that despite the fact that Samsung has made huge advances in the Smartphone industry, apple remains the major player having generated twice as much profit as Samsung had generated in the last quarter of 2012. Moreover, apple has a market value of \$413 billion which is almost double to Samsung market value of \$217 billion (Sherr & Ramstad 2013). This paper is an evaluation this article checking on the credibility of this article and the authors representation of facts. The article “ Has Apple Lost its Cool to Samsung?” is a newspaper journal retrieved from the Wall street Journal. The target audience for this article is the general public with the aim of informing them on the developments that have been made in mobile phone technology. Over the past years, phone companies that have dominated the markets are the ones that have had the most advanced technology. This article is thus aimed to help the people decide on which phone models to buy; which are the most advanced. It is also aimed at investors who get to make informed investment decision. This is because it gives the performance of apple in the market by giving accurate statistics on its stock performance and revenue. It also tries to give a prediction of future

<https://assignbuster.com/has-apple-lost-its-cool-to-samsung/>

performance of Samsung and Apple. The investors are likely to invest more on the company that shows signs of growth. The article is a secondary source taking information from other sources such as other sources such as the Samsung and Apple annual performance report. The authors in this article talk about Apple performance and Samsung performance based on verifiable statistics. The two authors have been giving reports on technological development in other areas other than the phone industries and their reports have always been credible. The article is published under the wall street journal a periodical that has been known to publish credible information since it was first published. It has continues to provide the public with information that is verifiable. The authors are sworn under an ethical code of providing truthful information to their readers. The newspapers has specialized on dealing with information related to business and economic development and it ensures that adequate research is conducted on any news link to ensure that the information they publish is reliable. The author have not provided any bibliographies to the information provided but comparison of the statistics given with those of the company performance report available show that they are factual. The article is also free of error and was first published in the Wall street Journal in 26th January 2013. The information is however reliable considering that the Newspaper has continued to provide reliable information on economic development over the years. The references cited within the article were published in the year 2013. The information provided in the article is free of bias. This is because the author recognized the major advancement that Samsung has made in technology but at the same time acknowledges the current performance of Apple. He has also presented the views of both Apple and Samsung fans. The <https://assignbuster.com/has-apple-lost-its-cool-to-samsung/>

author appeals to the logic of the reader by giving conclusions that are based on verifiable facts. The author have tried to extensively cover the topic of discussion giving reasons why Apple revenue maybe failing and why the profits of Samsung are increasing. Although the article has developed new ideas on this article, it has borrowed a lot from other articles published under the same topic since it recognizes that the failure Apple is experiencing is as a result of lack of innovativeness. In conclusion, we can see that the authors have tried to show why Apple is diminishing in terms of revenue growth while Samsung is scaling the heights. Laxity in innovativeness has been cited as the major cause of declining performance of Apple Iphone with people being attracted to handsets with the most novel features. Moreover, Apple has been seen to invest less in marketing and Samsung is bridging the gap by intensive advertising and campaigning for its new products. An evaluation of this article reveals that the information given in the article is reliable since the publisher has been known to provide reliable information. Moreover, the authors' assertions have been supported by verifiable statistics which match with the companies' financial reports.

References Sherr, Ian & Ramstad, Evan (2013). Wall Street Journal, " Has Apple Lost Its Cool to Samsung" <http://online.wsj.com/article/SB10001424127887323854904578264090074879024.html>