Discussion

[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

Author Note

[Include any grant/funding information and a complete correspondence address.]

Discussion

Looking at the most successful global companies make one think about the factors that make such companies successful. One such company is Apple. It is among the most successful business giants, which rose to dominate the industry of mobile and electronic devices. To some people, the success of the company is somewhat puzzling. There are many antecedents to the company’s success and one of them is the uniqueness and novelty of products made by the company. The products created by Apple are made with the mindset that people who create it will use it for themselves. Steve Jobs was the chief user of Apple’s products and wanted to make something for which he strongly felt the need. It offered the products and services after doing the needs assessment and provided what tech-savvy users exactly wanted. Moreover, the products are backed by extensive research and development which enabled the success of the company globally (Peng, 2017).

Apple always meets the expectations of its users and never fails to satisfy them. It uses the software created by the company itself, which decreases the dependence on external parties and suppliers, and Apple can ensure quality in its products and services. The leadership of Steve jobs is also frequently credited, who put the company on the path of innovation and made Apple one of the most innovative companies. Steve Jobs played a major role in restructuring the organization and pulled it back from the verge of bankruptcy. Job’s leadership skills enabled him to have a vision for the company and he is considered as one of the most valuable human resource owned by the corporation (Finkle & Mallin, 2010). In addition, Apple has the ability to design its hardware, software applications, and services permitting the company to produce and deliver innovative products. The human resources, talented an innovative people and people trust in the brand name are the biggest resources and it also pushes the company to do better and stay at the top in the world of device technology.

Question 1: Is it fair to credit Steve Jobs for Apple’s success?

Question 2: Where do you see Apple in next five years?

# References

Finkle, T. A., & Mallin, M. L. (2010). Steve Jobs and Apple, Inc. *Journal of the International Academy for Case Studies*, *16*(7), 31.

Peng, M. (2017). *Global Strategy 4th Edition*. Cengage Learning.