Your Name

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Course Number

Date

Title: Annotated Bibliography

"Samsung Devices 8.2 Mbps Faster Than Apple Iphones In U.S. Download Speeds – Opensignal". *Fiercewireless*, 2019, <https://www.fiercewireless.com/devices/samsung-devices-8-2-mbps-faster-than-apple-iphones-u-s-download-speeds-opensignal>.

The writer, Ian Fogg, VP of analysis at Opensignal, analyzed that Samsung smartphones' download speed is faster than Apple iPhone. Data was collected from Samsung, Apple and Huawei from 23.3 million devices across 40 countries. Users of Samsung enjoyed regular download speeds of 26.6 Mbps while Apple 25.1 Mbps, and those of Huawei 24.4 Mbps download speeds. The download speed for high-tier Samsung devices was remarkable when matched with Apple, in the United States. Apple only delivers premium devices,whereas,Samsung offers models cheaper than premium devices. Samsung devices are more user-friendly and have affordable.

Maisto, Michelle. "Samsung, Apple Bring Patent Fight To Supreme Court". *Eweek*, 2019,<https://www.eweek.com/mobile/samsung-apple-bring-patent-fight-to-supreme-court>.

The writer, Michelle Maisto, wrote that the years-long patent infringement between Samsung and Apple ended in court on 11th Oct 2016. The long-lasting feud was weighed on how Samsung owes $399 million to Apple. Samsung finally has to pay Apple $930 million for the use and layout of icons on the home screen. Samsung claimed that the $390 is the total amount of profit earned on 11 smartphones observed to infringe on Apple designs. Apple and Samsung have been fighting for three years. In the court the decorative appearance of Samsung features wre objected. Court declared it is like spoon handles in the 1870s and the carpets in the 1890s. Apple was also claiming that European Union regulators owe $14.5 billion in back taxes. After Galaxy Note 7, Samsung permanently halted more production of smartphone handsets. On October 7, Apple won $119.6 verdict thrown out in February by a three-judge panel proving that Apple is a better company than Samsung.

Mickle, Tripp. "Apple Wins $539 Million Jury Award From Samsung In iPhone Patent Battle". *WSJ*, 2019, <https://www.wsj.com/articles/apple-wins-539-million-jury-award-from-samsung-in-iphone-patent-battle-1527207256>.

Tripp Mickle, the writer, reported that the jury has announced $539 Million for Apple that would be paid by Samsung. Samsung has copied the patent smartphone features of Apple as found by the court on May 24, 2018. The top market of smartphones was observed in court since 2011 when Apple argued that Samsung has copied its products. Samsung has already paid $399 million for the compensation of infringement patent to Apple. Judges were raising questions to ask for the whole profit made by infringes but the last verdict was $539 Million. It was a pleasing moment for Apple after hearing the final verdict from the court. Apple was arguing for its enterprises not for money. Apple also informed jurors that $1 million was made from infringed patents used by Samsung. Samsung has tried all options but elaborated that Apple enterprise was vital. It was a final compromise between the two rivals companies, Apple and Samsung.

Stott, Rob. "Apple V. Samsung: Who Has The Better Smartphone Strategy? Dealerscope". *Dealerscope*, 2019, <https://www.dealerscope.com/post/apple-v-samsung-who-has-the-better-smartphone-strategy/>.

Rob Stott, the writer shared the marketing strategies of Apple and Samsung on Aug 14, 2019. Whenever the most popular smartphone industry is discussed, Apple and Samsung are worth discussing. The two biggest and reputable names were in court but have compensated their issues. Samsung and Apple have a slight edge and been dominating the market of smartphones globally with 26 percent Samsung compared to 24 percent Apple. The overall advantage was for Samsung with 23 percent and Apple with 11.8 percent in global shipment. Both have finally realized the global market would be covered by staying and owning their policies and designs. Apple does not concern the pricing and affordability while launching the new product in the market. However, Apple has a much more refined and refurbished portfolio as compared to Samsung. Both are offering the desired and exactly the loving product to their customers but Apple offers the premium and top market product. Whereas Samsung offers supermodels, affordable and beyond expectations to cross the global world of smartphones. Apple focused on specific and particular client-friendly product and Samsung offers products that can be used by all kinds of customers as they want to see their smartphone in every hand.

"Mobile Payment Usage Is Growing, But Cash And Cards Still Have Their Place". *Emarketer*, 2019, <https://www.emarketer.com/content/mobile-payment-usage-is-growing-but-cash-and-cards-still-have-their-place>.

Emarketer, the writer reported that mobile payment methods are increasing but the trinity of cash and cards is dominating. New technologies have launched new methods of payments such as Samsung Pay, and Apply pay. The worth of cash and cards is still remarkable. The small transactions need cards and cash to transfer. Online smartphone payment transfers are famous but some concerns have been associated with it. Studies have suggested that online payment transfer methods re not safe and still people use cards more often while transferring payments. It was estimated that 41% of the customers were card users. Apple pay and Samsung pay, the common methods used for transferring amounts but cards have their worth. The major customer concerns were related to security reasons and were preferring cards over smartphones. Over an estimate of 65% were concerned for security reasons for smartphone wallets. Similar barriers have been identified in other studies to smartphone payment methods. Cards and cash are convenient, easy and most reliable means to transfer amounts. Other reasons for cash and cards are related to the small amount transfer is even possible with it. The use of cards and cash is a safe, easy and trustworthy source of transactions.

Nash, Tim. "Which Smartphone Is More Ethical, Apple Or Samsung? | Corporate Knights". *Corporate Knights*, 2019, <https://www.corporateknights.com/channels/responsible-investing/sustainable-stock-showdown-apple-vs-samsung-15706340/>.

Which smartphone is more ethical, Apple or Samsung, questions were covered by Tim Nash on Oct 9, 2019. Finding an ethical smartphone is difficult in the recent era. Samsung employees were found with positive cases of leukemia, lymphoma, and sclerosis. When the study was conducted, the CEO had asked the government entities to not disclose the harmful substance and their effects released by the Samsung manufacturing industry. The fear of losing employees, down marketing and other ethical concerns were placed at backdoors. Apple and Samsung smartphone companies were charged for lowering and decreasing their software after updating. Serious malfunctioning, drastic health effects, labor issues, co2 emission, and other pollutants are also released by these companies. Ethically they are not concerned about the health of communities and their employees. These smartphone companies are making business every year without following a code of ethics. The public cannot buy an ethical smartphone in the recent century. Companies are not disclosing what kind of pollutants they are releasing in the environment. These smartphone companies and their operational plans are also violating standards of ethics when it is related to their workers. Ethical phones are not available in recent years as companies major motive is to business.

“Samsung Vs. Apple: Comparing Business Models (AAPL, SSNLF)". *Investopedia*, 2019, <https://www.investopedia.com/articles/markets/110315/samsung-vs-apple-comparing-business-models.asp>.

The technology and models of Samsung and Apple was compared by the writer, Sean Ross on Aug 22, 2019. There is no love lost between Apple and Samsung. Samsung has launched much similar to iPhone product named galaxy lineup and has reached the top market in smartphones. Both companies are modifying and developing their smartphones in terms of features, contrasts, and technology. Samsung once documented that beating apple is our priority. Samsung operates NEC Corporation whereas Apple has been a famous product among its customers. This is because Apple has never compromised on its products and technology features and never been copied ever any of its feature, which creates it challenging for the consumer to switch to another smartphone. The three-quarters of Apple's revenue has been made from the single product lineup Apple. Legally both tremendous companies were against each other and ended up in court to resolve their issues. The companies have achieved the success they desired but still advancing. However, the lawsuits and the legal damage was the real damage faced by both companies. The production and manufacturing models are better when it is about Apple, therefore, lagging Samsung company behind.

"Apple Gains Where Samsung Lags -- WSJ | Marketscreener". *Marketscreener.Com*, 2019, <https://www.marketscreener.com/APPLE-4849/news/Apple-Gains-Where-Samsung-Lags-WSJ-27041666/>.

Tripp Mickle, the writer has proposed a report that shows how Apple is gaining success over Samsung. The study has evaluated the features and technology used by the two tremendous smartphone companies. Studies have proven and researchers have analyzed that Apple has been a leading name in the smartphone industry. Apple and Samsung have been entered the new year with their super prices, super display screens, unique icons and hi-fi modern technology smartphones. Apple has reached remarkable success in hovering prices. Apple has nurtured its clients and users to use new updated versions of the smartphone by launching new versions in recent years. The clients have found difficulty switching to other smartphones from Apple. They have violated the ethical standards by lowering the software. Samsung is quite a price concerned and offers its clients an affordable range of smartphones. Samsung has beaten Apple in 2011 with larger cell display and also in 2017 after launching edge to edge screen display in its smartphones. The smartphone industry was captured by Samsung in these years however, the dispute among Apple and Samsung has led the company lagged. A foldable screen smartphone would be announced next year by Samsung. The disputes and the use of Google's android in house operating system has led Samsung to lag behind Apple.