

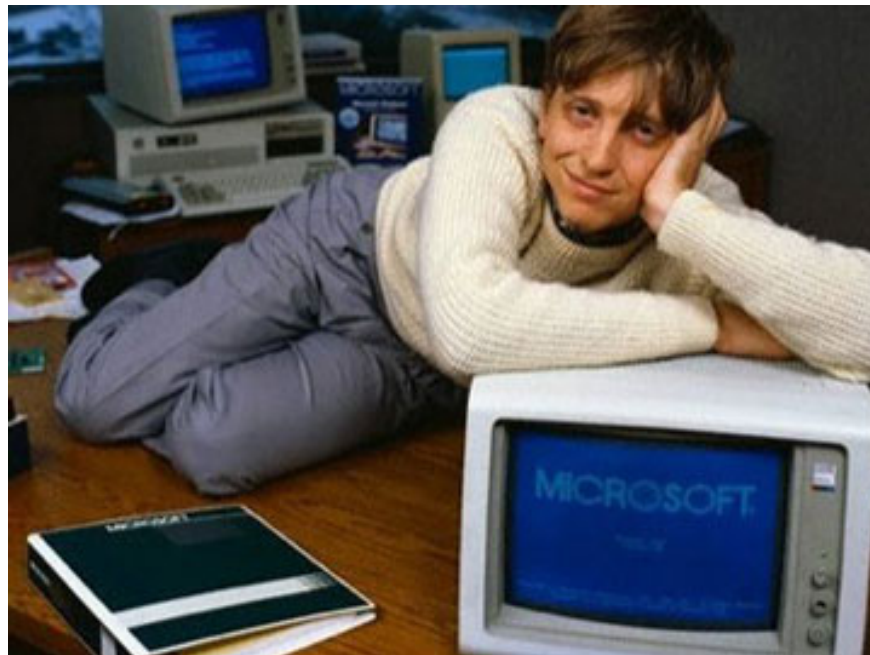
11 ways Steve Jobs changed Apple

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Always thinking differently, constantly creative and ready to argue: That's what makes Steve Jobs's identity and makes Apple's current success.

Cooperation with the enemy



The combination of Pepsi and Coca-cola or Verizon and AT&T is certainly no one imagined. So when two big rivals, Apple and Microsoft announced their partnership in 1997 at Macworld Expo, people were *'falling back'*.

After 12 years of loss, Jobs had money for Apple, and he found Bill Gates - who invested \$ 150 million for Apple.

Talking about this, Jobs said: *' The era of competition between Apple and Microsoft has ended. All of this is because of Apple's 'health', so that Apple has the ability to create great value for the industry and back to the era of prosperity .*

Create 'sexy' products

As an excellent sales expert, Jobs understands the importance of aesthetics. He realized that Apple products were obsolete.

In 1998, Jobs convened a meeting in the company, and said: *'Do you know where the company is wrong? Very HARMFUL products - not a bit sexy (sexy) . '*

And now, Apple is famous for creating the best technology, from colorful iMacs to polished iPad tablets.

Change original vision



Apple started out as a computer-only company, but Jobs understood it needed to expand its business if it wanted to succeed.

Apple began expanding its non-computer products with the release of Final Cut Pro, followed by MP3, iPhone, and iPad music players.

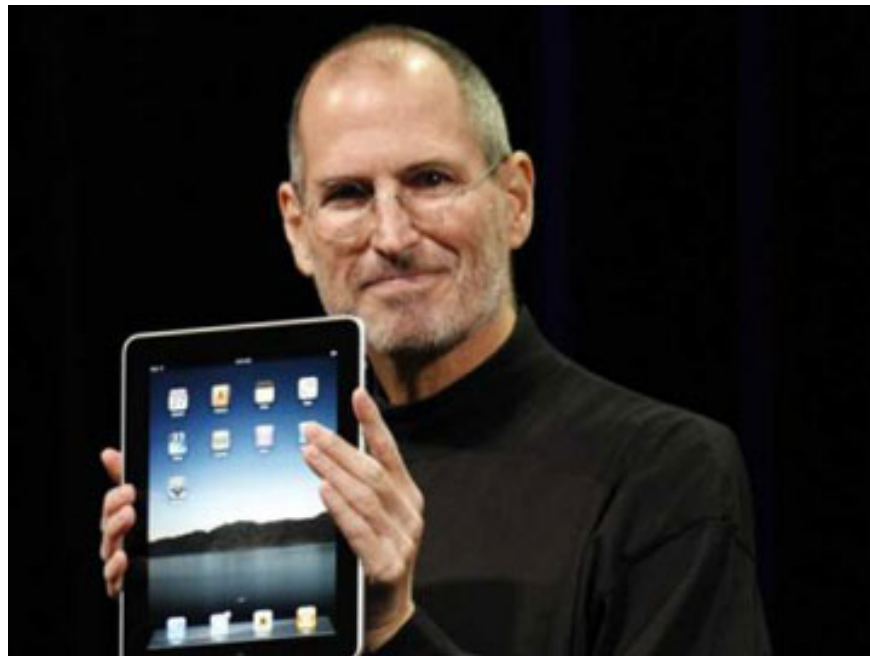
Jobs also changed the company name from Apple Computer to Apple in 2007 to demonstrate its new vision.

The solution of 'dumping' barriers



Retailers do not place Apple products in adequate positions. Jobs's solution: Apple Store was born. Distributed around the world, the success of Apple's retail store chain is indeed ' *the lover of the computer retail industry* '.

Tell customers what they want



Jobs tells customers what they want, before customers know what they want.

Carl Howe, Yankee Group's customer research director, said that Apple has a great path: create what customers want, and sell what customers think is unnecessary.

Last year, many people gawked when the iPad was released. But this year, nearly 20 million iPads were consumed. And this number is not to say play.

Connect



Apple launched innovative products that are able to connect with each other. iPods combine great with iTunes; iPad and iPhone own the same app store.

According to Jobs, '*creativity is connected*'. Apple often shows that it is more powerful than single components.

Don't hire employees who lack identity



Jobs said: ' *The creation of the Macintosh is the people who work here: musicians, poets, artists, zoologists, historians, but also good scientists. most in the world .* '

Encourage difference



' **Think Different** ' in the late 1990s was one of the most effective advertising campaigns of all time.

It simulates creativity and self-renewal - what Apple is pursuing today.

Not complicated



Apple designer Jonathan Ive confirms this strategy: ' *We completely focus our efforts on creating a solution that is simple, because we have clearly grasped all the physical nature* '.

Sell ??dreams, do not sell products



Jobs makes people ' *passionate* ' with feelings. His customers do not buy products, his customers only buy what products represent.

Remember that people watch first and care most about themselves, so create the products they want to stick with.

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