

# A normal working day of CEO Tim Cook - the powerful man behind the iPhone X costs thousands of dollars

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On Tuesday, Apple announced the launch of **the next generation iPhone - iPhone X for \$ 999** .

According to a report by Business Insider, it must wait until November 3 for the new device to be officially available at stores, but the announcement of the launch of the iPhone X has created a wave that has led to a rise in Apple stock. on the stock market.

So how does the everyday life of the man behind Apple's success take place? Since taking control of the *giant* Apple technology since 2011, Tim Cook has built for himself the image of a closed-mouthed CEO focusing on Apple rather than his own personal life.

However, we can still follow some pictures of his rare daily life.

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Every day, this CEO Tim Cook often gets up very early. According to USD Today, Apple CEO often woke up at 3:45 am.



Photo source: Drew Angerer / Getty Images

After waking up, Tim Cook will start work with about 700 to 800 emails received every day. Cook once interviewed in the ABC newspaper that he was a 'workaholic' so he always tried to 'read' the messages received.



Image source: Stephen Lam / Stringer / Getty Images

After that, Cook will go to the gym at 5am. However, the CEO will not practice on Apple's campus because he prefers a more outdoor gym.



Image source: Stephen Lam / Stringer / Getty Images

This Apple CEO is quite tight-lipped with his hobbies and takes exercise very seriously. Tim Cook said that Apple Watch helped him maintain his body and even lose weight.



Photo source: Justin Sullivan / Getty Images

It is unclear whether the CEO will often eat breakfast, but he loves the egg white egg, sugar-free cereal and non-sweet almond milk while sitting and talking to New York Times correspondent Andrew Ross Sorkin. . In addition, he often ate bacon and especially liked turkey bacon.



Image source: Stephen Lam / Stringer / Getty Images

According to TIME newspaper, in his work, CEO Tim Cook is a person who always cooperates and listens.



Photo source: Kevork Djansezian / Getty Images

Tim Cook is also known as a demanding boss. According to Business Insider, this famous CEO often manages ' *uncompromising* ' staff, including holding marathon meetings, asking questions about everything and emailing employees at all times.



Photo source: Handout / Getty Images

However, that does not affect the CEO Tim Cook has random happy lunches next to Apple employees at the company's canteen.



Photo source: Justin Sullivan / Getty Images

Besides coming to work early, Tim Cook was the person who left the office at the latest.



Photo source: Justin Sullivan / Getty Images

According to Fortune, when leaving the office, Tim Cook has a rather private personal life because he likes to keep everything quiet for himself.



Photo source: Justin Sullivan / Getty Images

It is known that this CEO likes to spend time with outdoor activities like walking or cycling during his spare time.



Photo source: Drew Angerer / Getty Images

Although Tim Cook got up early, he still guaranteed to have 7 hours of sleep every night. This means that he often tries to finish everything before 20:30 to have enough time to rest and get up early the next morning.



Image source: Stephen Lam / Stringer / Getty Images

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