

Former employee compared Steve Jobs to Tim Cook, showing why Apple became boring

Former Apple employee Bob Burrough said that Tim Cook's gentle, decent style has made Apple boring.

According to a former Apple employee, " *It is Tim Cook's kind and gentle management style that is the biggest reason why 2016 became the most boring year in Apple's history .*"

" *Steve Jobs is known for his provocative management style, cheering for competition between high-ranking and quite authoritarian employees. This Steve Jobs style is controversial, but it contributes to creating products. products for both Apple and the technology world (iMac, iPod and iPhone) After Tim Cook took over as CEO, he tried to minimize conflicts between employees and make passion of Apple employees is declining ,*" said Bob Burrough, a former Apple employee.



Responding to the " *tedious era* " analysis from Apple 's Horrace Dediu analyst, Burrough - a software development manager at Apple from 2007 to 2014, said: " *Apple' s internal culture today different from five years ago, when Steve Jobs took over. Outsiders may not see this change .*"

Dismissing Scott Forstall

While Steve Jobs is often proud that Apple can quickly adjust to market trends, Apple is now under Tim Cook's management like a " *giant monster* " that takes years to make major changes. . The reason Burrough claimed was because he thought after Tim Cook fired the vice president of software Scott Forstall to send a message to every

Apple employee " *don't create conflict* ".



Despite leaving Apple, Burrough is still very interested in every step of the company, many Apple fans are worried that the company is no longer competitive with Amazon, Google and Samsung.

Steve Jobs is a man who likes to use **conflict management** methods. In an interview after returning to Apple, Jobs revealed that: " *His staff repeatedly criticized each other and thereby helped to perfect ideas, create truly great products* ".

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