

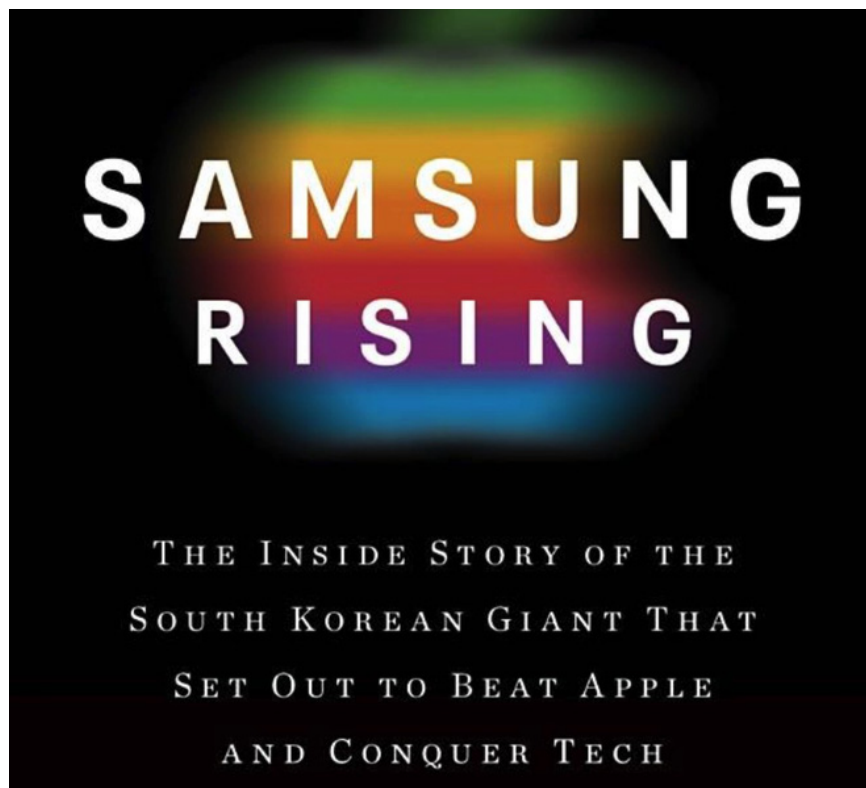
Samsung's unnamed director stated the company's biggest goal is to defeat Apple

That's what a Samsung executive said in his upcoming book, Samsung Rising, which tells the story behind the confrontation between the Korean technology firm and Silicon Valley.

There is an anecdote about Samsung saying that the company used to order many apple trucks to transport to its offices and put them in employees' mid-breaks. Here they were encouraged to take a bite of an apple (similar to the Apple bitten apple logo) as an act that showed the Korean technology giant's determination to defeat the tech firm at Cupertino.

This anecdote is mentioned in an upcoming book titled Samsung Rising. This anecdote may be just one of many stories this book will tell us about how Samsung wants to beat Apple and the confrontation between the two parties so far.

An unnamed Samsung director said in the book. " *We have one goal: beat Apple. I won't tell you to play .*"



This book also mentions another interesting story regarding the confrontation between Samsung Galaxy and Apple iPhone, which is about the selfie photo taken by comedian Ellen DeGeneres and other famous actors during the ceremony. Oscar 2014. This selfie then exploded on Twitter when it was retweeted more than 1 million times in an hour and the next day more than 3 million retweets.

But the biggest winner after that selfie was Samsung when it was made on the company's Galaxy Note. It was a moment long awaited by corporate leaders - their smartphones were seen in the hands of the world's rich and famous - this time with 11 famous movie stars at the same time.

In that fiscal year, Samsung shipped 85 million smartphones - bigger than all of its four biggest rivals combined, including LG, Lenovo, Huawei and even . Apple.



Selfie selfie of Ellen DeGeneres, a push to Samsung Galaxy to a higher level.

But the irony was that in order for Ellen DeGeneres - an iPhone user - to use the Galaxy Note, Samsung had to train her for a while. But the rewards they truly deserve.

The creator of Samsung Rising is Geoffrey Cain, a technology reporter specializing in tracking companies in Asia. This new book builds on hundreds of interviews with people involved in the rise of Samsung and the various challenges they face along the way.

The cover art of the book also implies its contents: Apple's previous colorful logo has blurred lines.

Before it was launched on March 17, the Daily Mail page was published an excerpt of that book. Besides the revelation of the story behind the 2014 selfie at the Oscars, the excerpt also tells the origin of the name Galaxy on Samsung smartphones.

According to Cain, the name was given when one of Samsung executives enjoyed a bottle of California red wine for \$ 95. Its appealing taste appealed to the director and they believed there was a "brilliant glow" around it. And since then the name Galaxy was born.

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