

# What is the operating style of Steve Jobs and Tim Cook different?

According to the memoir of Walter Isaacson - CNN President and editor of Time magazine, Steve Jobs is an outstanding, determined, determined and temperate person. Meanwhile, Tim Cook is evaluated as very different, maintaining the principles, principles and quite convincing.

**Both Tim Cook and Steve Jobs are outstanding, but each leads Apple with its own style.**

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Looking at factors including product, scandal, and dividends, *Ohio University* created an Apple comparison *infographic* under two "CEO dynasties ":



APPLE ĐÃ THAY ĐỔI NHƯ THẾ NÀO

# TỪ STEVE JOBS ĐẾN TIM COOK



MỘT CEO CÓ ẢNH HƯỞNG NHƯ THẾ NÀO?



## PHONG CÁCH ĐIỀU HÀNH CỦA CEO

Cách CEO dẫn dắt

### DƯỚI THỜI JOBS



SÁNG TẠO



TÍNH LÃNH ĐẠO



KỶ VỌNG CAO



CẦU TOÀN



### DƯỚI THỜI COOK



MINH BẠCH



LÀM VIỆC NHÓM



KỶ VỌNG CAO



Điềm Tĩnh



## CÁC SẢN PHẨM BIỂU TƯỢNG CỦA APPLE

Các sản phẩm khiến mọi người biết đến thương hiệu

### DƯỚI THỜI JOBS



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