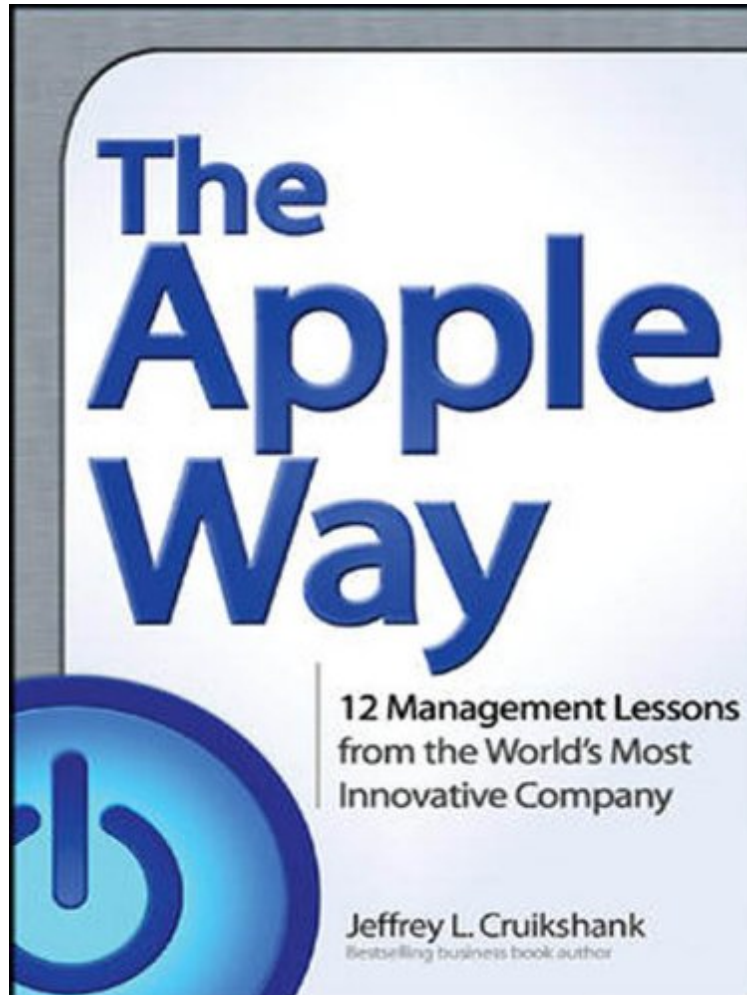


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The Apple Way

Jeffrey L. Cruikshank

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Jeffrey L. Cruikshank : The Apple Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Apple Way:

0 of 0 people found the following review helpful. Inspiring and stimulating
By Goodsq
This book is probably one of the most comprehensive books on the history of Apple, among so many published. It illustrates a chaotic story of how Apple managed its past. We all know Apple as one extremely managed, great quality product company, visionary leadership. But this book takes you to the journey where you see that Apple wasn't always like that. It has done blunders, management mishaps, extremely crazy decisions to come to an end of almost collapse. This book also depicts the culture of Apple. It is very easy to see what remains consistent with Apple's DNA -- ability to innovate, social aspects of marketing, fanatical brand advocates is very much part of their culture. You cannot miss to read that Apple has been a passion, they did not know till very late how to make money. If you think, they often screw up on the "pricing part", that's their DNA too. All in all a great book. There are many firms out there which believe that innovation is in their DNA, and that will be sure recipe. This book can inspire them with confidence, perseverance,

and learn-by-doing. 4 of 4 people found the following review helpful. A look at the company
By Mariusz Skonieczny
With all the hype about iPods, iPhones, iMacs, it is interesting to read a book that takes a little different approach. Apple's products are similar to best-selling books. There is no repeat business. The company has to keep innovating new products, thus spending a significant amount of money on research and development. It is not enough just to spend money on RD; it is also important to hire the right people that can innovate. This means that Apple has to compete with other companies for top talent. Usually the only way to get these people is to pay them more than competitors do, and this creates a downward pressure on the company's margins. A company like Coca-Cola does not have to reinvent its product every six months; thus, it can concentrate on growing in other markets, buying shares back, and paying dividends. Apple operates in an industry where its products never go up in value. A computer sold today for \$1,000 may only be worth \$500 in a year. Also, the competition in the industry is intense with companies trying to outdo each other on product features and prices. I highly recommend this book to anyone interested Apple or the industry in which it operates.
- Mariusz Skonieczny, author of Why Are We So Clueless about the Stock Market?
Learn how to invest your money, how to pick stocks, and how to make money in the stock market
0 of 0 people found the following review helpful. Briskly written, informative and entertaining
By Rolf Dobelli
Apple's estimated share of the worldwide personal computer market is only 2%. Why is a company with such a tiny slice of a multibillion-dollar pie so prominent, influential and highly respected?
Jeffrey L. Cruikshank's briskly written, informative and entertaining book examines the philosophy and management principles of one of the world's most innovative companies. In an industry known for cutthroat competition, Apple really has none - at least for now. The company, under visionary CEO Steve Jobs, has carved out a unique niche. The mercurial Jobs deserves the lion's share of the credit for bringing equilibrium, profitability and promise to the company since his triumphant return to Apple in 1997. Although Apple is probably inimitable, we recommend this book to managers who wish to learn how it navigated the heavy seas of business.

Most hardware and software companies experience cycles of success and failure, that pattern is certainly not a compelling publishing topic. When you add in the name of Apple Computer, the picture changes from ho-hum to humdinger though. Right now, Apples' shares have surged to a 4-year high, and along with the runaway success of Apples' iPod (10 million iPods sold as of Dec 2004, and 2 million+ units sold in the last 3 months alone), Apple stock seems poised to only increase in value. There's a "halo" effect beginning to take hold - simple put, consumers and business people alike are so impressed with iPod's technology and success that they're taking a second look at other Apple products and in particular Macintosh computers. If the current trends continue, Apple will have sparked yet another revolution in the personal computer arena, and will regain ground many thought was lost for good. The Apple Way shows how this company's steps and missteps have molded and shaped them, and what lessons the world at large can learn from Apple. Apple has emerged as a Wall Street phenomenon with its stock increasing in value some 250% in the past year
Uses the proven pedagogy of the existing Way books to provide bite-sized business success maxims and Apples' underlying guiding principles
Includes lessons learned the hard way by revealing the company's strengths and obstacles
Cruikshank has played a role in developing the following M-H books: Pink Cadillac, Leadership Secrets of Colin Powell, What It Takes to Be Number One, The Essential Vince Lombardi, Get Better or Get Beaten (condensed edition), plus many others

From the Back Cover
With more than 10 million iPods sold to date, an unprecedented 250 percent stock value increase in just one year, and a net income increase of 530 percent, Apple has skyrocketed to dizzying heights of success. But the ride has not always been smooth, and the company's legendary cofounder, Steve Jobs, has seen it all. From its early unveiling of the unreliable, clunky \$9,995 "Lisard" computer in 1983, to its recent staggeringly successful breakthrough product, the iPod, this company has not only reinvented itself many times over, but it also has revolutionized the entire computer industry. What are its secrets? Find out in The Apple Way. In today's fast-moving technology world, Apple has learned--often through hard-won wisdom--that you can't do it by yourself, no matter how smart you are. Markets move quickly, technologies grow complex, and too many intelligent people invest too much time and money in innovation. The Apple Way reveals the secrets and management principles that keep Apple ahead of the curve--including innovative product development, cutting-edge marketing strategies, sleek design and packaging, and a high-performance corporate culture. You'll discover how Apple combines consistency with continuity and follow-through, and balances vision with practicality. Follow Apples' example and learn how to: Make the customer king Make the product king Break the marketing mold Build the learning organization
Although Apple is a technology company, this is not a story for computer buffs, but rather a book for managers who want to learn valuable lessons from both Apples' mistakes and triumphs--all of which have led to its continuing evolution and ultimate meteoric rise to success. Because, for Steve Jobs and the visionaries at Apple, finding the future isn't enough--you also have to deliver it. "We don't underestimate people.... Rather than making a far inferior product for a hundred dollars less, we gave the people the product that they want and that will serve them for years, even though it's a little pricier. People are smart; they figure these things out." --

Steve Jobs Reveals the master plan behind Apple's revolutionary business model The Apple Way divulges the secrets and management principles that keep Apple far ahead of the curve. Find out how to implement these and other winning strategies in your organization to trigger a technological and stylistic revolution of your own: Make the customer and the product king Balance manufacturing with delivery logistics Motivate and inspire people outside the company to do your marketing and public relations Invent new distribution channels Decide on your company image and stick to your guns Leapfrog the competition Learn from both successes and missteps About the Author Jeffrey L. Cruikshank is the author or coauthor of numerous books for practicing managers, including *The Intellectual Venture Capitalist: John H. McArthur and the Work of the Harvard Business School* (Harvard Business School Press). He also played a key role in developing several McGraw-Hill titles, including *The Leadership Secrets of Colin Powell* and *The Essential Vince Lombardi*. From AudioFile Written before the Intel chip and iPhone exploded Apple Computer into its current front-running status, this book chronicles the early years of the maverick computer company, examining personalities, decisions, and philosophies that shaped the company's image. Grover Gardner adopts the tone of a documentary in his narration, keeping the textbook-style copy moving briskly to its abrupt conclusion. As a business lecturer, Gardner could claim his place in any MBA program. His authoritative tone, combined with a seeming interest in the subject matter, engages and educates the casual listener, while providing enough substance, as well. This production leaves one frustrated with the abridgment, however, and with its truncation of details about the early Apple Inc. R.L.L. copy; AudioFile 2008, Portland, Maine