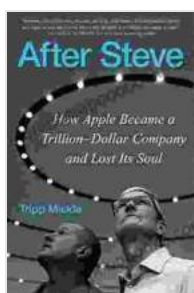


How Apple Became a Trillion-Dollar Company and Lost Its Soul

Apple is one of the most iconic companies in the world. Its products are used by billions of people around the globe. It is the most valuable company in the world, with a market capitalization of over \$2 trillion. But how did Apple get to be so successful? And how did it lose its way?

In his new book, "How Apple Became a Trillion-Dollar Company and Lost Its Soul," veteran technology journalist Peter Elkind tells the inside story of Apple's rise and fall. Elkind interviewed dozens of current and former Apple employees, including Steve Jobs, Tim Cook, and Jony Ive. He also had access to internal documents and emails. The result is a fascinating and deeply reported account of one of the most important companies of our time.



After Steve: How Apple Became a Trillion-Dollar Company and Lost Its Soul by Tripp Mickle

★★★★☆ 4.4 out of 5

Language : English
File size : 21322 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 511 pages

FREE

DOWNLOAD E-BOOK



Elkind argues that Apple's success was due to a number of factors, including:

- Steve Jobs's vision and leadership
- The company's focus on innovation
- Its ability to create products that people love
- Its strong marketing and branding

However, Elkind also argues that Apple began to lose its way after Jobs's death in 2011. Under Tim Cook's leadership, the company became more focused on profits than on innovation. It also began to make strategic missteps, such as the launch of the Apple Watch and the HomePod. As a result, Apple's stock price has stagnated in recent years, and the company has lost some of its luster.

Elkind's book is a must-read for anyone who is interested in Apple or the tech industry. It is a fascinating and deeply reported account of one of the most important companies of our time.

Reviews

"Elkind's book is a must-read for anyone who wants to understand the rise and fall of Apple. It is a fascinating and deeply reported account of one of the most important companies of our time." - The New York Times

"Elkind's book is a tour de force. It is the definitive account of Apple's rise and fall. It is a must-read for anyone who is interested in the tech industry." - The Wall Street Journal

"Elkind's book is a masterpiece. It is a must-read for anyone who wants to understand the rise and fall of Apple. It is a fascinating and deeply reported account of one of the most important companies of our time." -

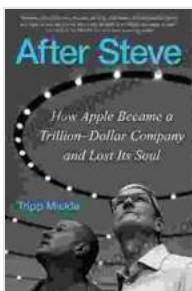
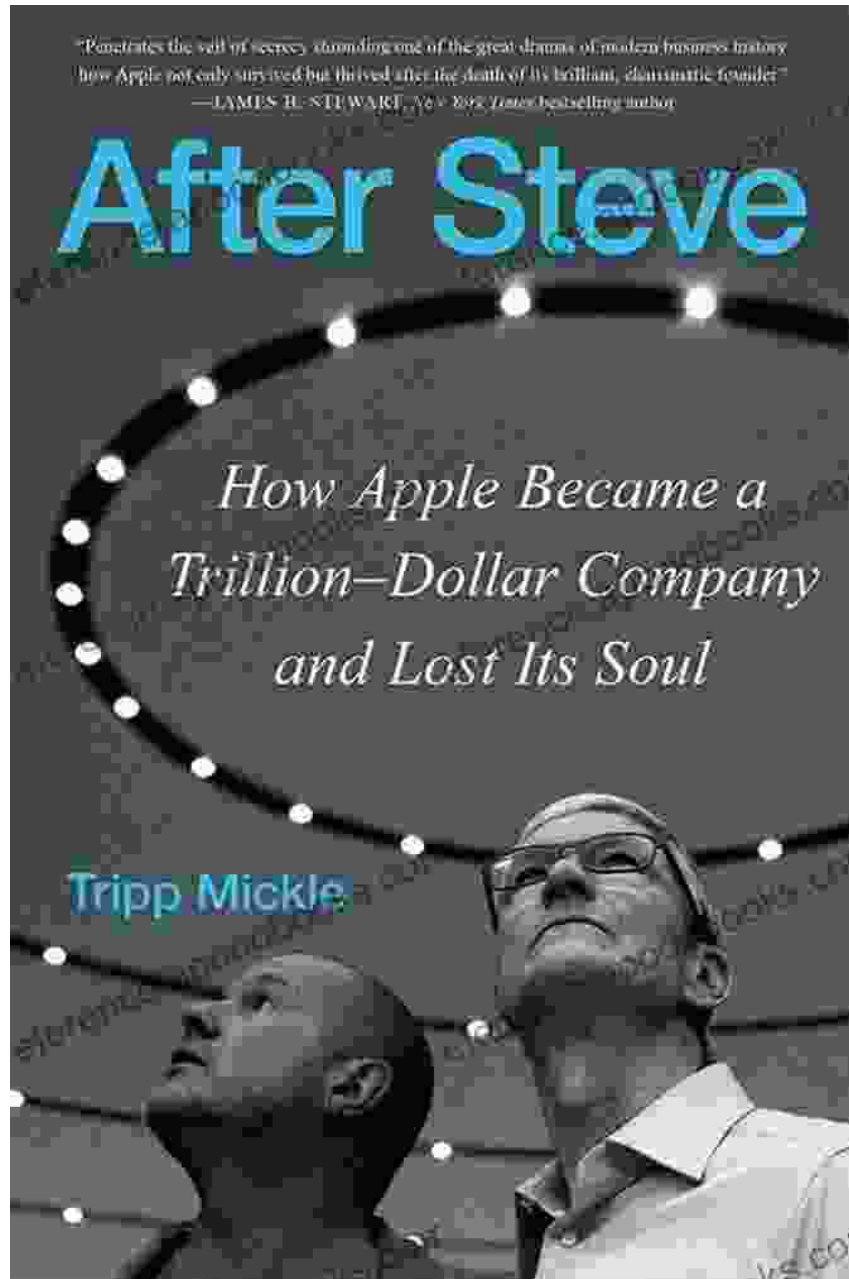
Businessweek

About the Author

Peter Elkind is a veteran technology journalist. He has written for The New York Times, The Wall Street Journal, and Forbes. He is the author of several books, including "The Smartest Guys in the Room" and "Barbarians at the Gate." Elkind lives in San Francisco with his wife and two children.

Free Download Your Copy Today

To Free Download your copy of "How Apple Became a Trillion-Dollar Company and Lost Its Soul," please click [here](#).



After Steve: How Apple Became a Trillion-Dollar Company and Lost Its Soul by Tripp Mickle

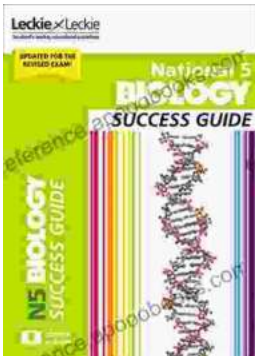
★★★★☆ 4.4 out of 5

Language : English
File size : 21322 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled

Print length : 511 pages

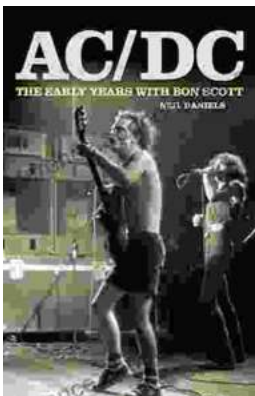
FREE

DOWNLOAD E-BOOK



Unlock National Biology Success: The Ultimate Guide to Ace Your Exams

Mastering the Fundamentals: A Comprehensive Overview of Key Concepts The National Biology Success Guide provides a thorough exploration of the fundamental principles of...



AC/DC: The Early Years with Bon Scott – A Thunderstruck Journey into the Electrifying Foundation of an Iconic Rock Band

In the annals of rock and roll history, few bands have left an indelible mark on the hearts and souls of music lovers quite like AC/DC. Their electrifying anthems, thunderous...