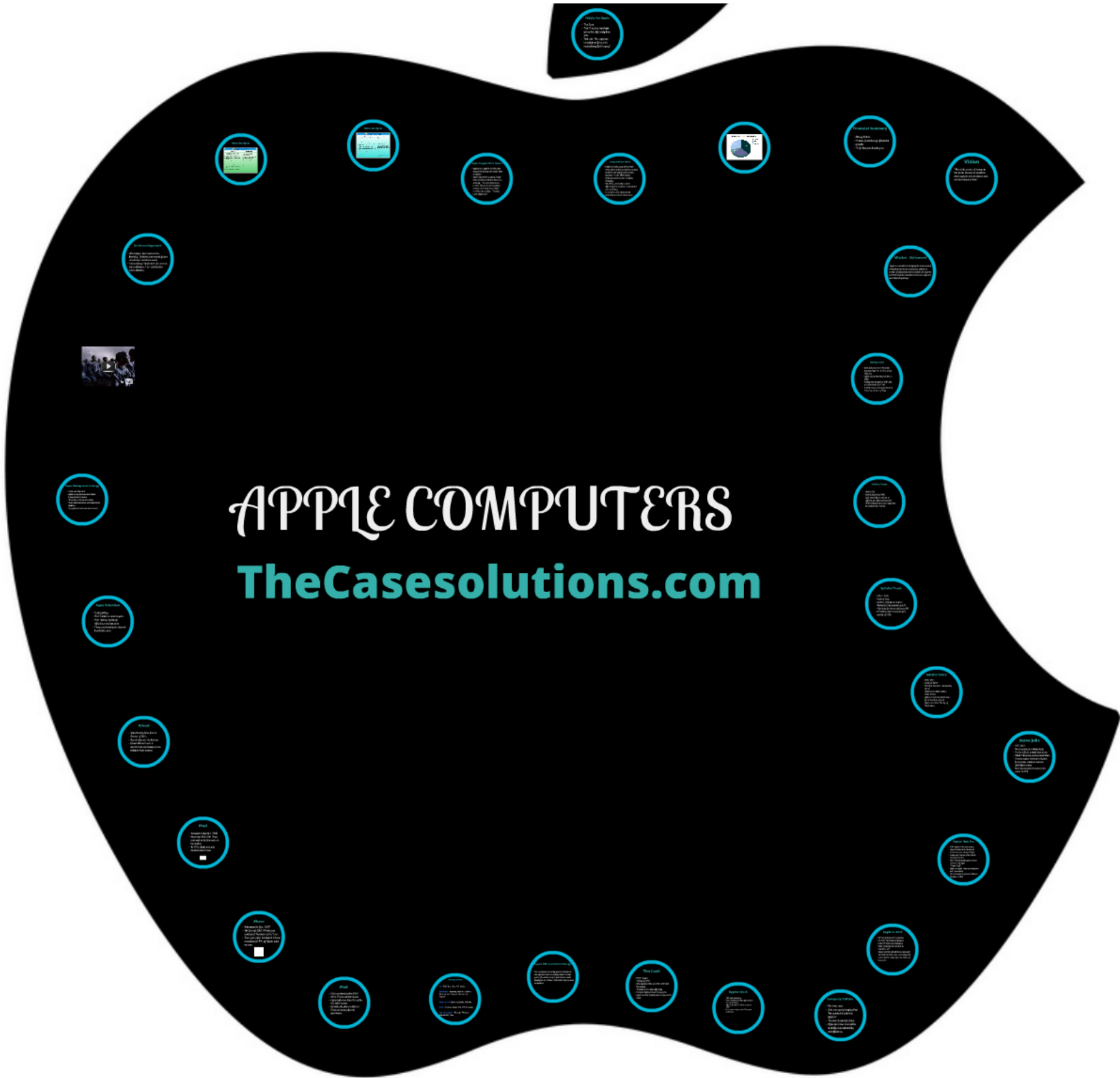


Apple Inc.



# APPLE COMPUTERS

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Apple Computer, Inc. was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. The company's first product, the Apple I, was a single-board computer that was sold as a kit to hobbyists.

The Apple II series was the first mass-market personal computer. It was a significant success for Apple, and it led to the development of the Macintosh.

The Macintosh was a revolutionary personal computer that introduced a graphical user interface (GUI) to the mass market.

The Macintosh Plus was the first Macintosh to have a hard drive. It was a significant improvement over the original Macintosh.

The Macintosh SE was the first Macintosh to have a built-in floppy disk drive. It was a significant improvement over the Macintosh Plus.

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# Vision

*"Man is the creator of change in this world. As such he should be above systems and structures, and not subordinate to them"*

## **Mission Statement**

*"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings."*

## **Background**

- Steve Jobs and Steve Wozniak founded Apple Inc. in 1976 in Los Altos, Ca.
- Apple was incorporated on Dec. 2, 1980
- Sculley entered apple in 1984 and was named the new CEO.
- Sculley was previously president of Pepsi cola division of Pepsi.

## **Sculley Years**

- 1985-1993
- Steve Jobs fired in 1985
- Goal was to figure out how to differentiate Apples product lines
- 1990 Sculley tried to move apple into the mainstream market.