

Apple Inc.

*Is the company still innovative
and will it continue to be
a market leader?*

Tricorekult.com

The graphic is enclosed in a blue frame. To the right of the text box are three icons: a wrench and screwdriver, a cloud, and a music note. Below the text box is a blue rounded rectangle. A magnifying glass is positioned over a circuit board, which is partially visible through the lens.

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Thecasesolution.com



An Introduction to Innovation

What constitutes innovation?

Innovation is the process of taking a creative idea and turning it into a useful product, service or method of operation.

Types of innovation can be partitioned into two categories: incremental and radical. It wouldn't be unfair to say that Apple has relied upon incremental innovation over recent years.

What makes it so perfect for a business like Apple?



So why did we choose this topic?



Apple after the increase in competition



Our Conclusions

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What makes it so important for a business like Apple?

- Rapidly changing market
- Increasingly competitive

From Introduction to Innovation

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