

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

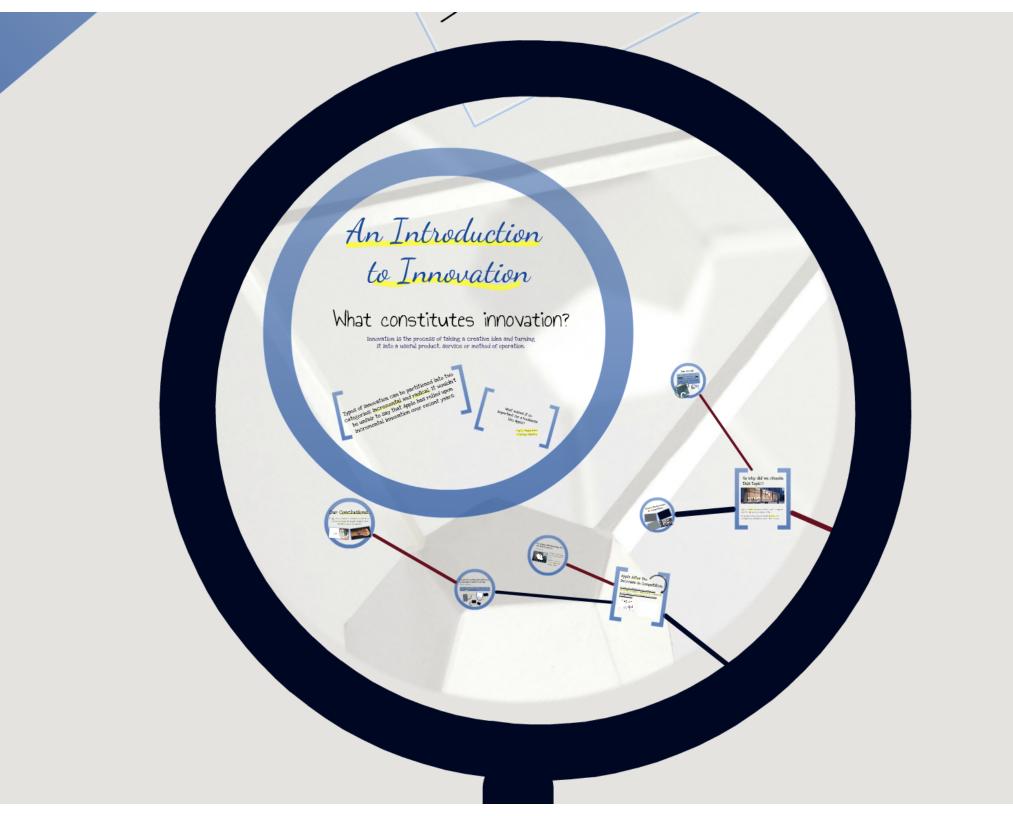
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What constitutes innovation?

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

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What makes it so important for a business like Apple?



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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 important for a business like Apple?

- Rapidly changing market
- Rapidly changing market
- Increasingly competitive