

Make the Best, not the Most: Apple Speaks.....

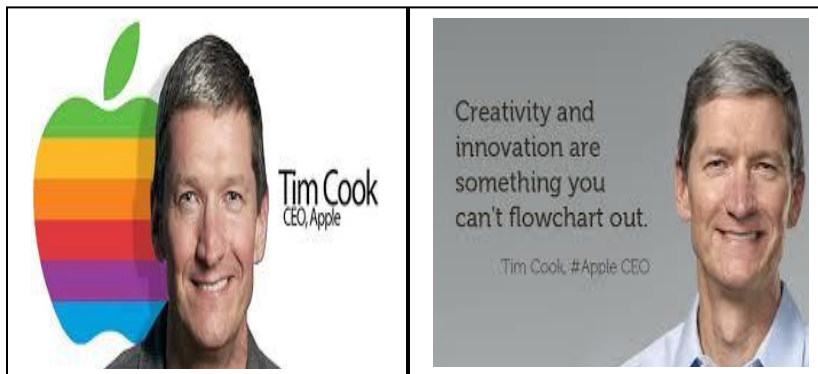
Product development at a faster pace keeps the imitators under control

Apple keeps the product higher on priority to market share despite losing market share. Management professors say “Apple mistake was being too greedy in their pricing”, where margins were so high to invite competition to clone Apple products. Apple simply ignored competition by introducing new products by the time clones have a voice. Apple knows where to focus and tread its future trajectory with a direction.

During Steve Jobs, Apple grew up fighting IBM, Microsoft, Big music companies, big Hollywood and phone companies. Now it’s bigger than all of them. Can Cook take the company on the past trajectory as a market disrupter?

Product development is the creation of products with new or different characteristics that offer new or additional benefits to the customer. Product development may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche.

Apple CEO, Tim Cook says, “Our objective has always been to make the best, not the most, and we feel that we are doing that”. Cook has already proved himself as a methodical and efficient CEO. Cook told shareholders that ‘he did not want to talk about Apple’s innovation pipeline for fear of altering competitors. You can see we’re getting ripped off left, right and sideways’.



Can we expect disruptive products such as mobile payments platform, smart watch, iTV, etc. in near future to sustain its innovative legacy?

Topic	Course
Product Development: New product development: Unit 13.5	Marketing Management

Source: *Apple Faces Life as a Mature Company*, K@W, March 06, 2014, North America.