# Article information:

How Did Apple Get So Big?
<https://www.investopedia.com/articles/personal-finance/042815/story-behind-apples-success.asp>

# Article summary:

1. Apple's success is due to a strategic vision that includes both performance and design, as well as a tight ecosystem of hardware, software, and content.

2. Steve Jobs played a crucial role in Apple's success, particularly in his second tenure where he focused on creating aesthetically pleasing and user-friendly products.

3. Despite the post-Jobs era, Apple continues to be a dominant tech company with record-breaking revenue from wearable technology and services, as well as major changes to the Mac lineup.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "How Did Apple Get So Big?" provides a comprehensive overview of the history and success of Apple, from its origins with Steve Jobs and Steve Wozniak to its current status as a trillion-dollar company. The article highlights the key factors that have contributed to Apple's success, including its focus on design and user experience, its creation of a tight ecosystem of hardware, software, and content, and its ability to stay ahead of competitors by introducing innovative products.

However, the article also has some potential biases and one-sided reporting. For example, it presents Steve Jobs as the driving force behind Apple's success and innovation, while downplaying the contributions of other executives and employees. Additionally, the article does not explore counterarguments or potential risks associated with Apple's business model or market dominance.

Furthermore, the article contains some unsupported claims and missing evidence for the claims made. For instance, it states that Apple's revenue from services rose to record highs during the 2020 crisis due to contactless payment options like Apple Pay becoming more popular. However, it does not provide any data or sources to support this claim.

Overall, while the article provides a useful overview of Apple's history and success, readers should approach it with a critical eye and seek out additional sources for a more balanced perspective.

# Topics for further research:

* Criticisms of Apple's business practices and market dominance
* Contributions of other executives and employees to Apple's success
* Potential risks associated with Apple's tight ecosystem model
* Apple's impact on the global economy and job market
* Apple's environmental and social responsibility practices
* Competitors and their strategies for competing with Apple.

# Report location:

<https://www.fullpicture.app/item/92b9162cdf1f8549d497bca97b5fb101>