1. Compare the business models and areas of strength of Apple, Google, and Microsoft.
2. Why is mobile computing so important to these three firms? Evaluate the mobile platform offering of each firm.
3. What is the significance of applications and app stores to the success or failure of mobile computing?
4. Which company and business model do you think will prevail in this epic struggle? Explain your answer.
5. What difference would it make to you as a manager or individual consumer if Apple, Google, or Microsoft dominated the Internet experience? Explain your answer.