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Unit 1 DB

This is a tribute to Steve Jobs. He wrote the brainy quote:

Innovation distinguishes between a leader and a follower.
[**Steve Jobs**](http://www.brainyquote.com/quotes/quotes/s/stevejobs173474.html)

Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.
[**Steve Jobs**](http://www.brainyquote.com/quotes/quotes/s/stevejobs129844.html)

Apple's co-founder and heartbeat, the technology industry's king of innovation passed away today and the nation joins in to pay tribute.

I guess you could say that the definition of innovation could be Steve Jobs. Apple certainly had its fair share of bringing products to market with very little quirks; however, as Steve Jobs looked at it “you learn from your mistakes”. Boy was he right. Apple CEO Steve Jobs stepped down as CEO on August 24, 2011 and will be known as the most innovative CEO in history. He was a computer drop out and known as a computer whiz kid. Steve Jobs founded Apple Computers with high school buddy Steve Wozniak in a garage in 1976 and started selling the Apple 1 computer later that year (Travis, 2011). Apple and Steve Jobs launched so many products they defined the digital area.

The one innovated product that stands out is the IPod digital player. The pocket sized iPod that holds 1,000 songs became a household item over night and a craze on the streets around the world along with the white ear plugs.

Why has the Apple iPod been such a huge success? Apple cleverly spotted the rise of digital music and the lack of a suitable piece of hardware. For this reason they developed a hard drive based MP3 player and released this in late 2001. As with their recent computer models Apple did something very clever in the way they marketed and designed their product. Right from the start the Apple iPod was given a sleek and sexy look and was marketed at young, style conscious, music enthusiasts. Apple created a fantastic brand with the all white look, with the white earphones being featured prominently in adverts. The white iPod earphones have actually become so recognizable that they have actually been blamed for increased numbers of street robberies.

Even the original Apple iPod could store a fairly significant amount of music as it used a 5GB hard drive. It was a success from the start, but the fact that it was only Mac compatible held back sales slightly, although Apple did actually see an increase in sales of Apple Macs due to people wanting to be able to use the iPods.

The real explosion for the iPod when they released the 3rd generation iPod in 2003 that came bundled with Apple’s own iTunes software that was compatible on both Macs and Windows PCs (China, 2005).

Here is a look at the iPad, iPhone, and other innovative products the computer company has unveiled over its 30-plus-year history (Nunan, 2011).

Macintosh

Unveiled: 1984

iMac

Unveiled: 1998

iBook

Unveiled: 1999

iTunes

Unveiled: 2001

iPod

Unveiled: 2001

Apple Store

Unveiled: 2001

iLife

Unveiled: 2003

Mac Mini

Unveiled: 2005

iPhone

Unveiled: 2007

App Store

Unveiled: 2008

iPad

Unveiled: 2010

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