

Apple's success results with a strategic vision that reaches from simple computer systems to include mobile devices and wearables. Apple recognizes how they generate surprise and the event around their products: They apply an unique and distinctive technique that develops excitement by minimizing information about new offerings before they arrive to the general public. Apple optimizes its good display and marketing: Apple empowers its products to stand for itself by maintaining the visual commands simple. They are positive that their products are going to sell with according on traditional and steep display adverts. 1.2.3.