

# Why are Apple products so expensive?

*Project presentation by Ann Timofeeva and Nikita Kononov*

# The most famous phone in the world is the iPhone!!!

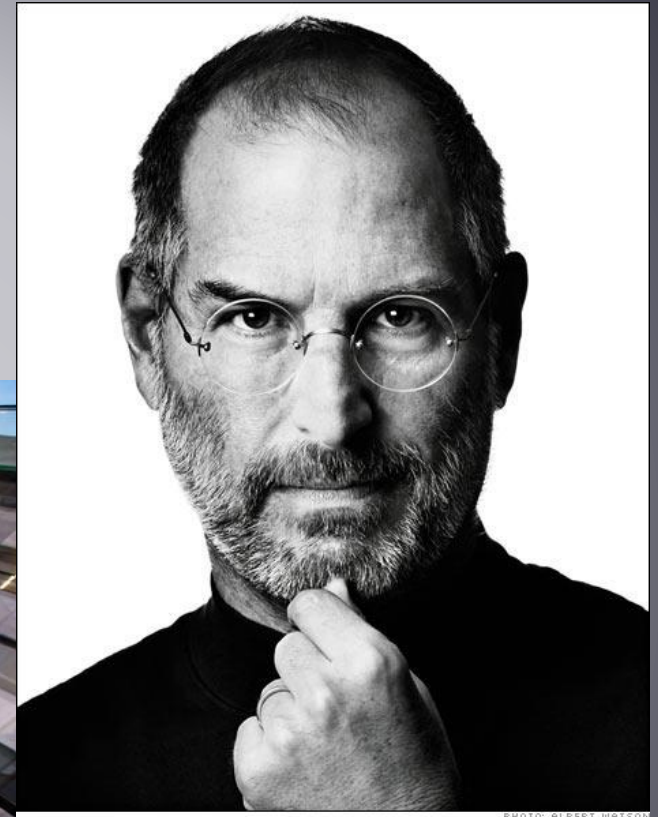


**\$1,000,000,000,000**

**GOOD MORNING EUROPE** **ONE TRILLION DOLLAR COMPANY**  
APPLE BECOMES FIRST COMPANY IN HISTORY TO BE WORTH A TRILLION DOLLARS

euronews. **MARKETS CURRENCIES** | 1.00 USD  $\blacktriangleleft$  0.9955 CHF  $\blacktriangle$  0.04% **22**

- 1. The brand



- 2. The quality of products



- 3. The design



# Why is Apple's symbol a bitten apple?

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# The first version



# The second version

## Apple: The Fruit of Knowledge, its Fall and Rise



Adam and Eve found it

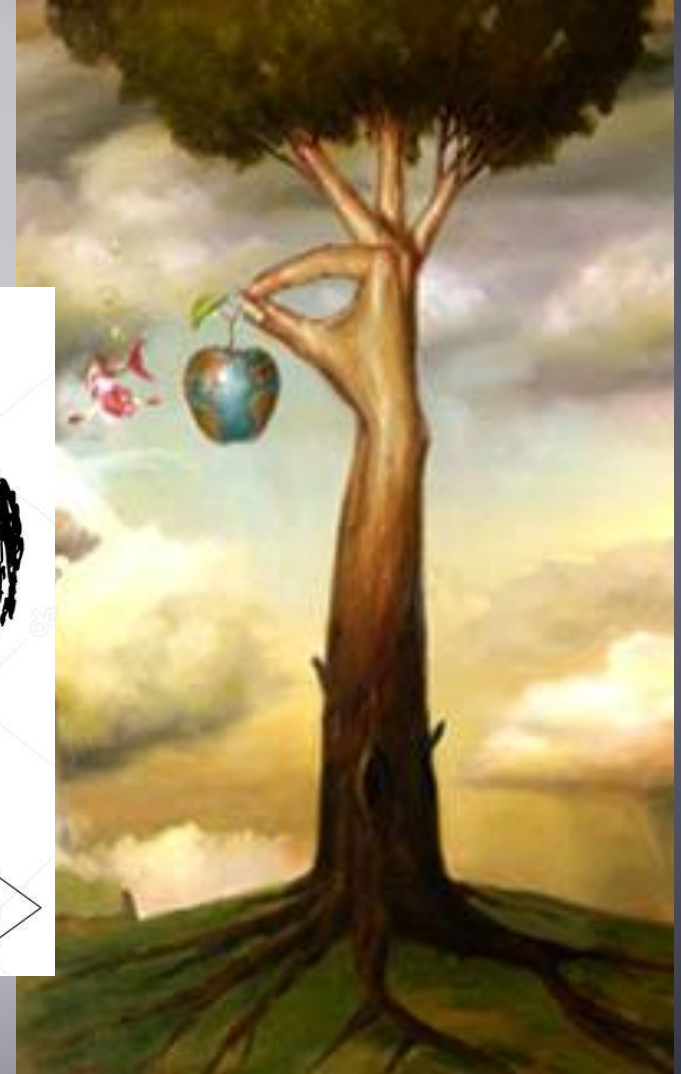
Newton observed it

Steve tasted it

Agrarian civilization

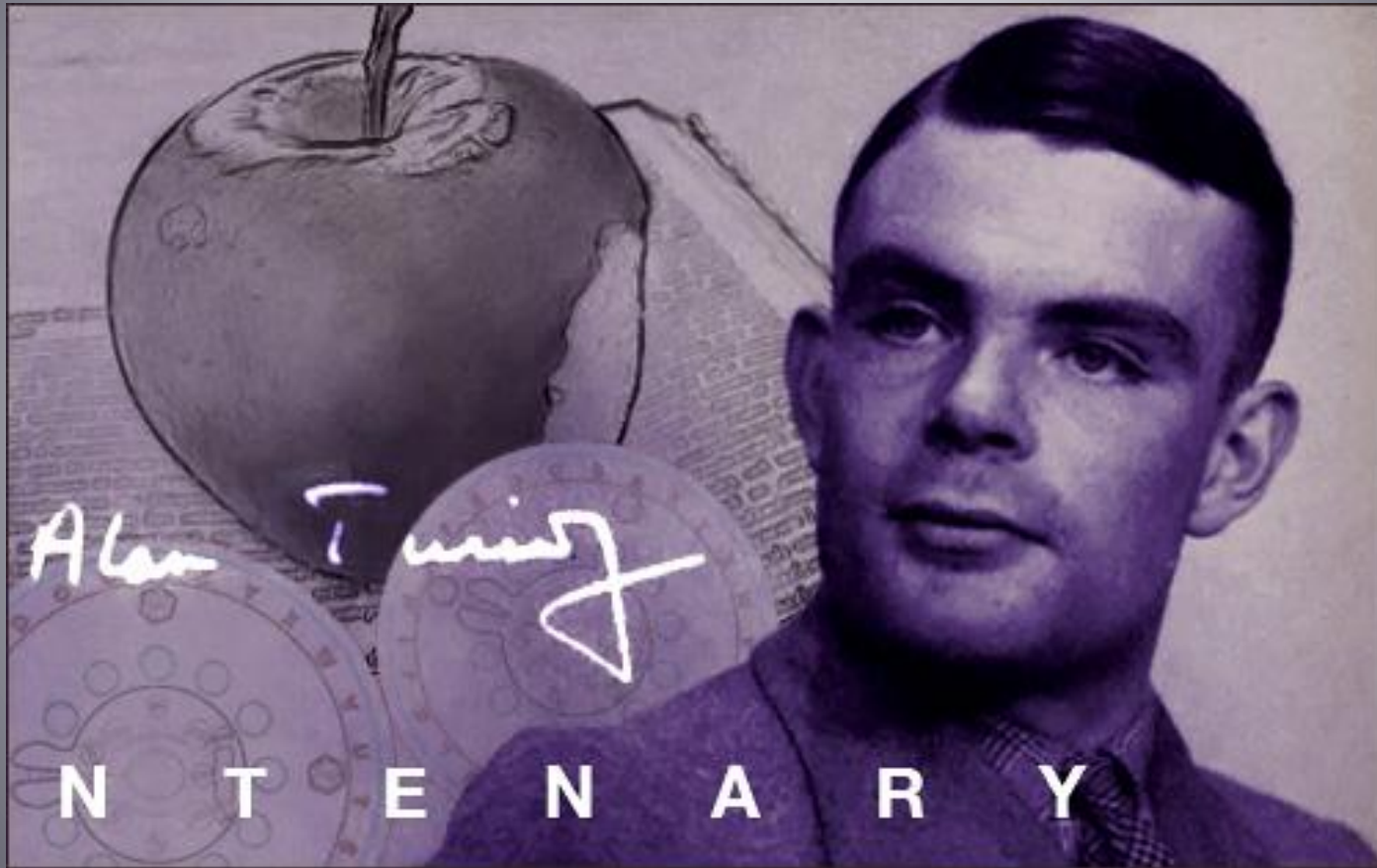
Industrial civilization

Tech sabby civilization





# The third version



# The fourth version



1976  
By Ron Wayne



1977 - 1998  
By Rob Janoff



1998  
Translucent Version



1998 - 2000  
Monochrome Version



2001 - 2007  
Aqua Version



Current  
Chrome Version