

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. The brand

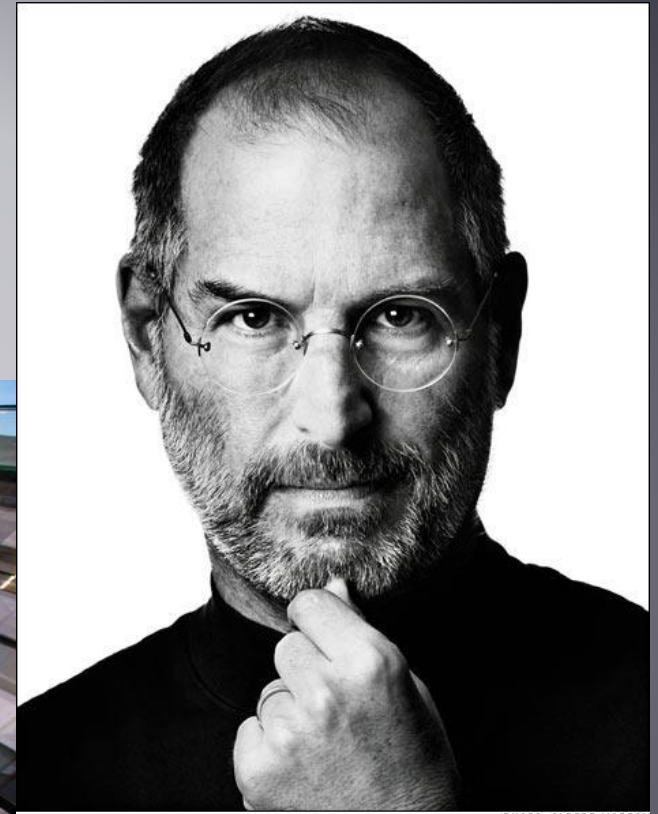
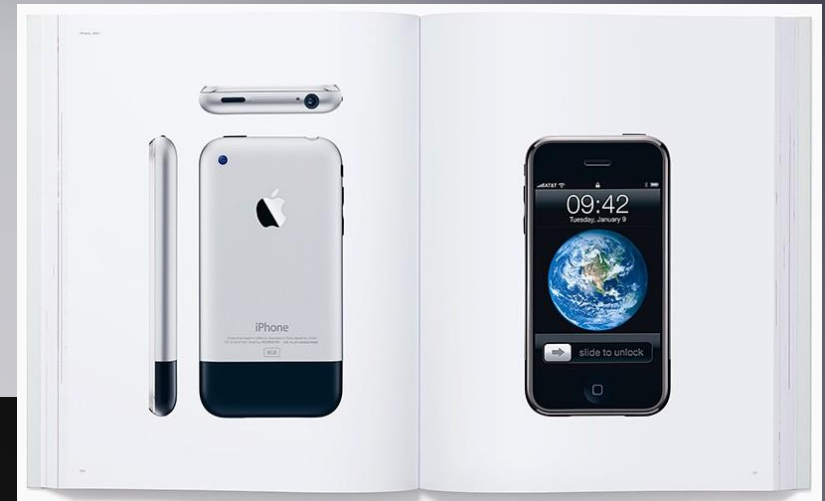


PHOTO: ALBERT WATSON

- 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

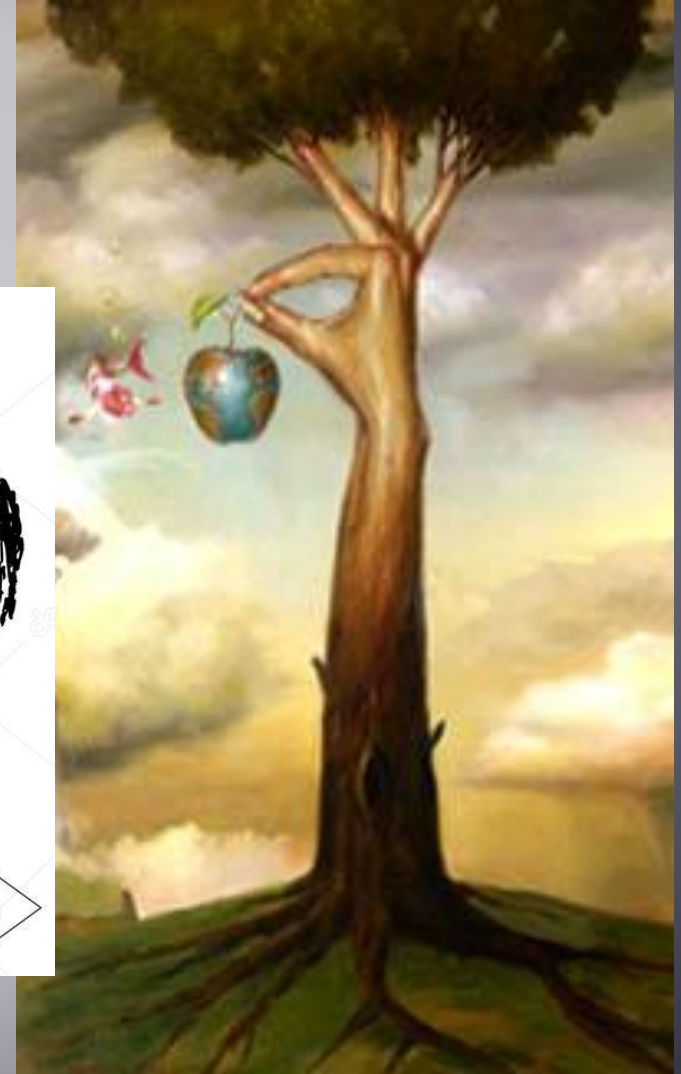
Newton observed it

Steve tasted it

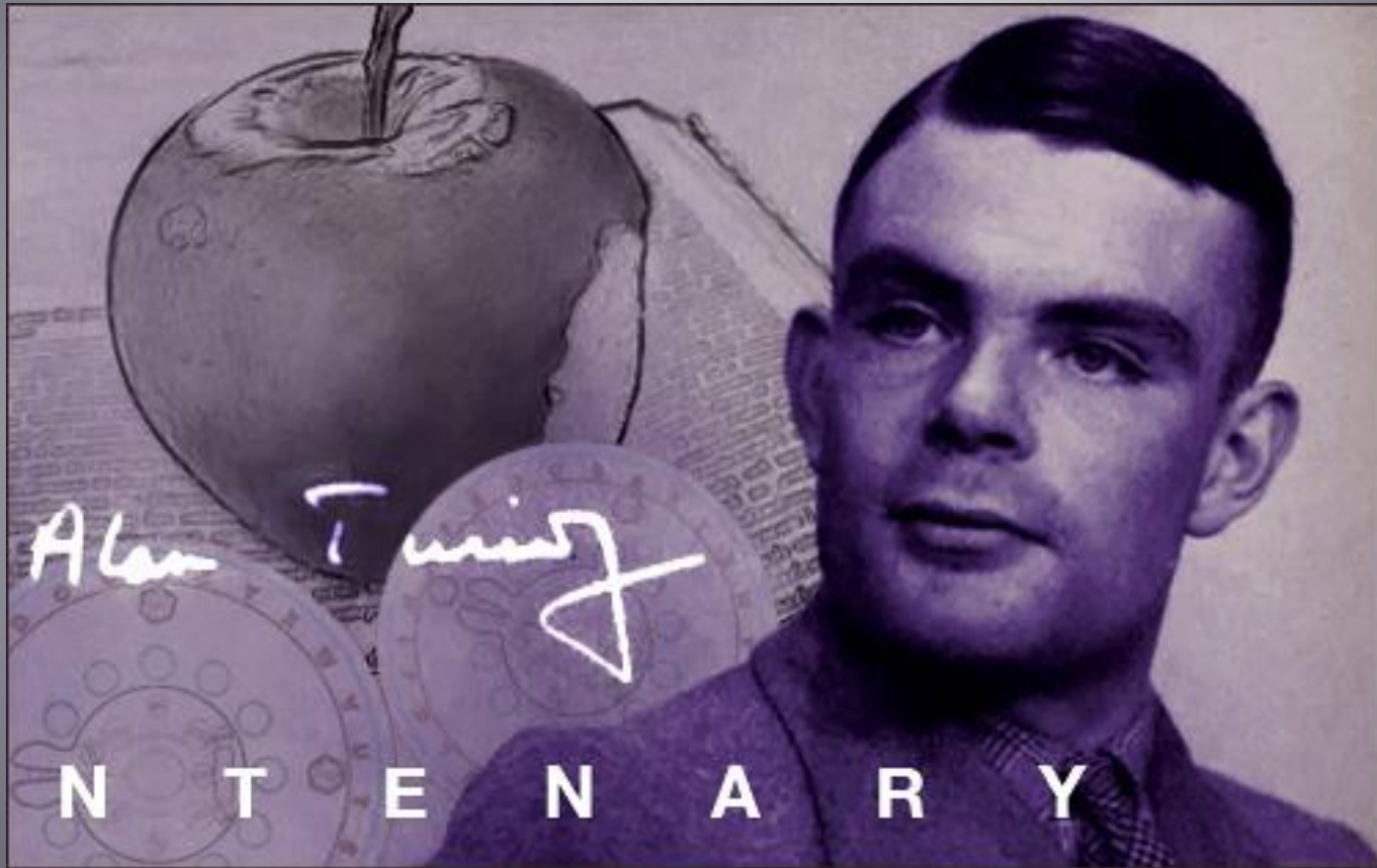
Agrarian civilization

Industrial civilization

Tech savvy 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