



CHANGES IN THE
company Apple

Plan :

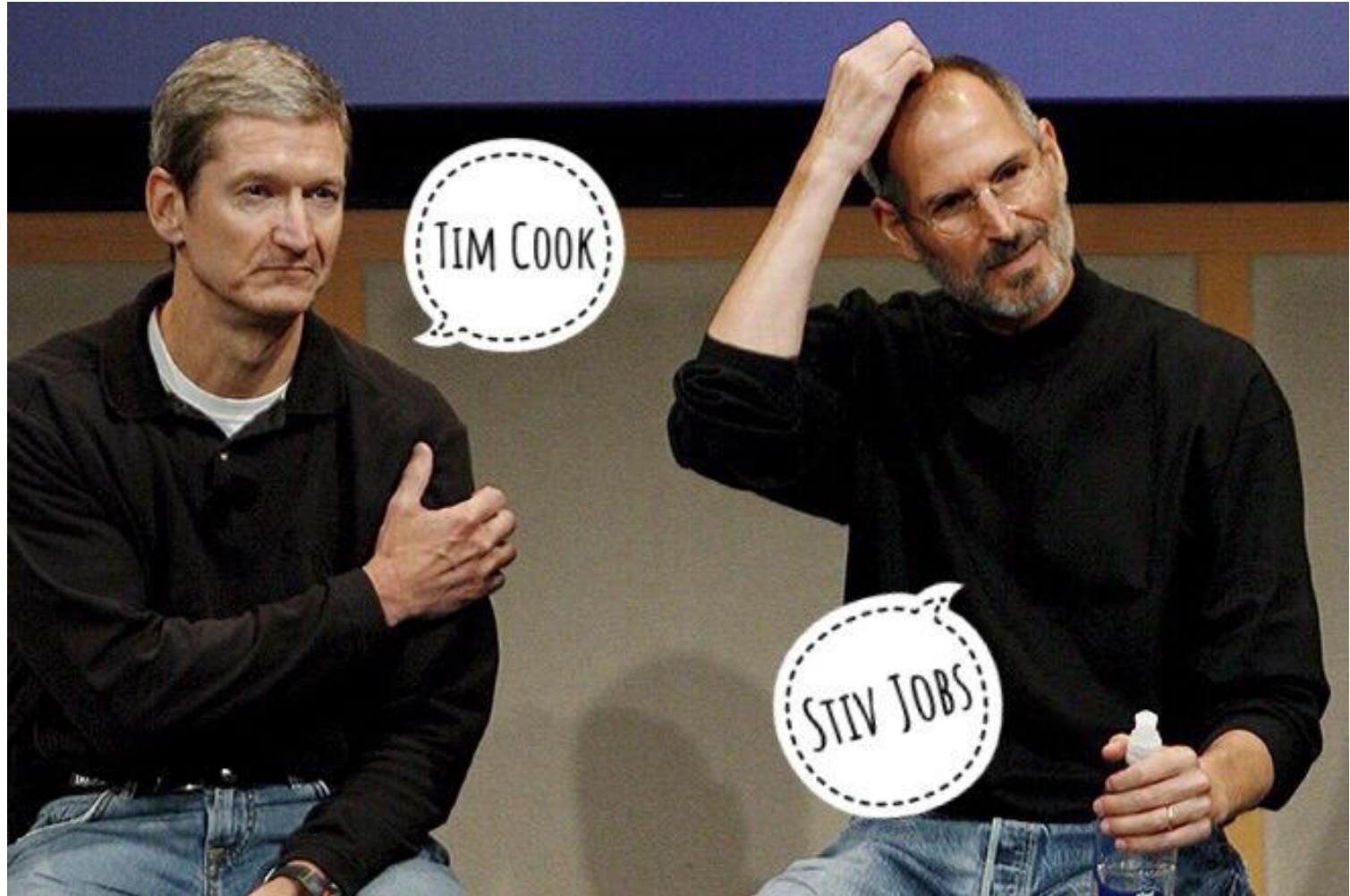
→ change of leader

→ change the location

→ mergers and

acquisitions
→ change of structure

Change of leader



Change the location

A new ecological building called Kampus was built for the employees. The office is designed for thirteen thousand of them.



Mergers and acquisitions

Over the years, Apple was repeatedly acquiring various companies operating in the IT market. The purchase of NeXT, P. A. Semi is among the largest deals.



Change of structure

When Tim Cook became a director, the entire company was divided into unrelated departments. He allowed the staff to communicate and exchange their ideas with each other.





THANKS FOR
ATTENTION!

