



Welcome to a celebration of excellence!

As Apple celebrates its fortieth anniversary today, we take a piercing look at the world's most valuable company and try to identify what has helped it become a global icon.

The Video Review and the Case Study attempt to analyze some of the key enablers that underlie Apple's astounding success in building *insanely great* products over the decades. These include a quest for perfection, and the creation of an inspirational culture.

Hope you find the features interesting and insightful. We shall wait to hear from you, as always

Warmly,  
The Editorial Team

Video Review

## Apple Inc. - The Missionaries of Excellence



Every legend comes with perspectives. Ours focuses on observers who offer a telescopic view of Steve Jobs and the industrial environment of the time. Experience the missionary zeal of the relentless innovator behind one of the most valued companies on the planet. [More.](#)



## Case Study Apple Inc - The Mission and its Product

How did Apple come to become a legendary brand that it is today? What exactly are the motivating environmental factors?

When one studies Apple as an organizational entity, the lines between the individual and the corporate get blurred. This case study unravels the fascinating history of the company - the players, fellow travelers, incidental and accidental circumstances - that led to the brand what it is today. [More](#)

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