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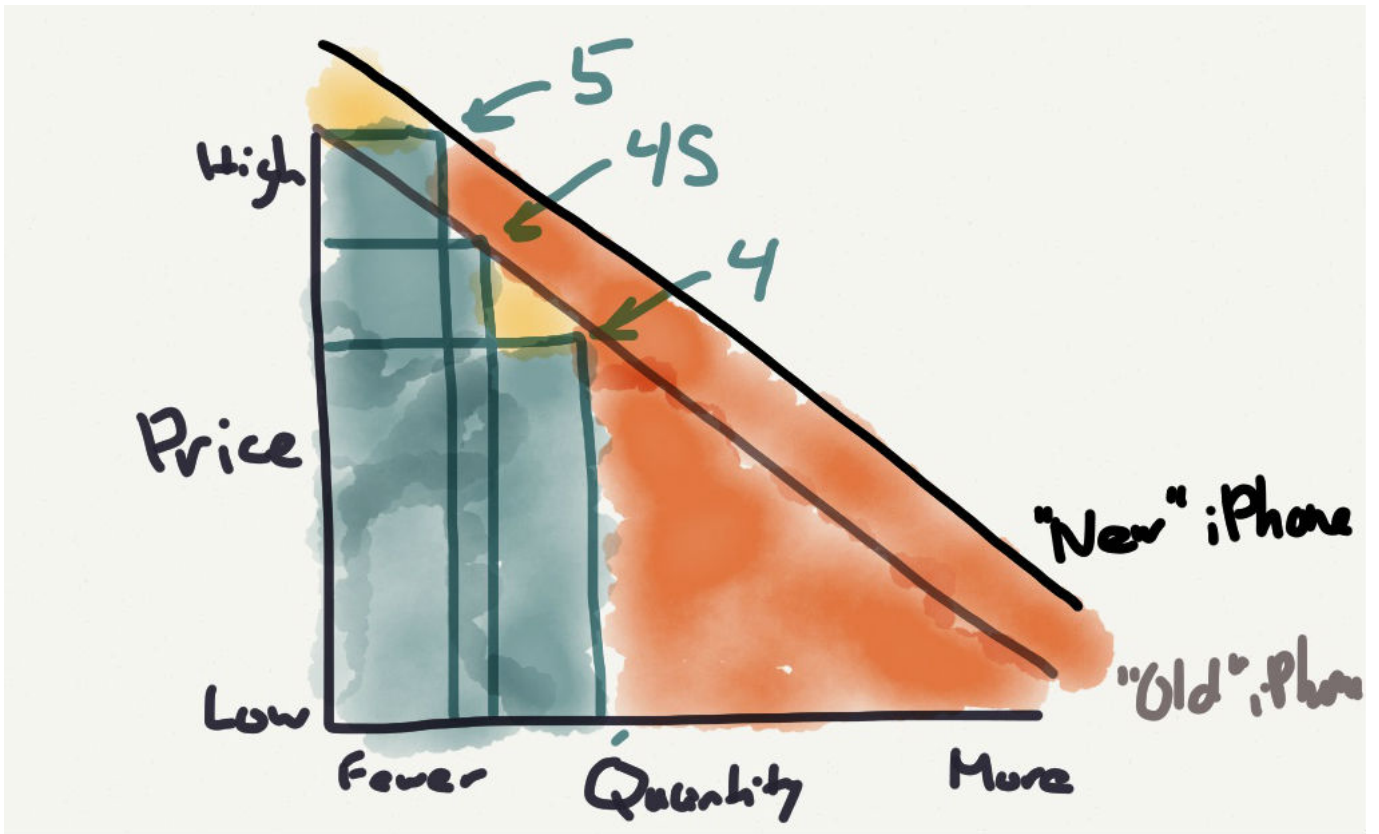
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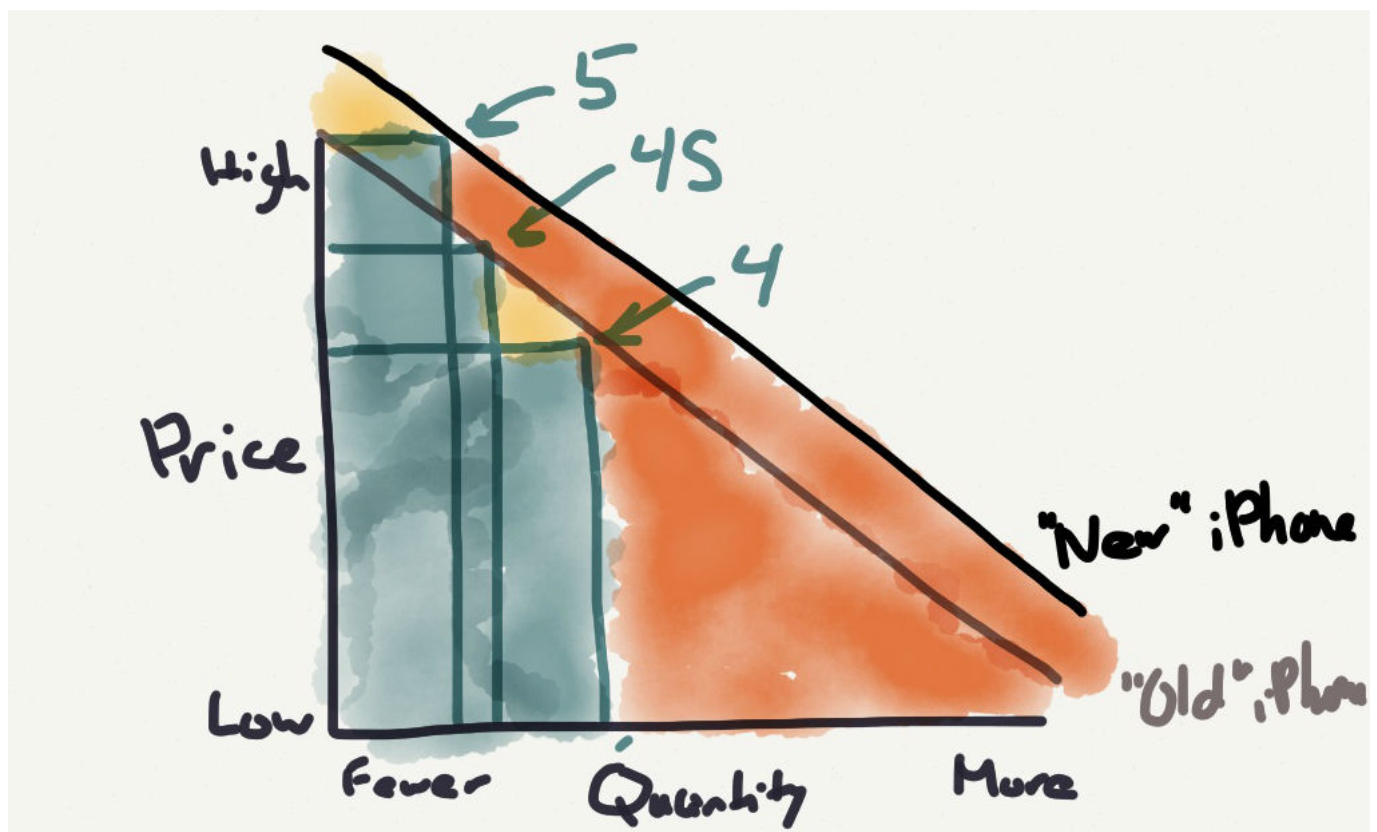
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Apple, at least in human terms, is officially over the hill: the company's 40th ... I still think this was the right strategic analysis — Apple's services ...

Apple released a new flagship iPhone yesterday, the iPhone XS. ... To be clear, the overall strategy and pricing of the iPhones XS and XR were .... The iPhone and Apple's Services Strategy September 11, 2019. Apple's annual iPhone event may have marked Apple's true shift into being a Services company.. The iPhone and Apple's Services Strategy September 11, 2019. Apple's annual iPhone event may have marked Apple's true shift into being a Services company.. Apple. This year's WWDC presented an Apple that was finally ready to move past the iPhone. For Apple, hitting middle age means a strategy primarily focused on monetizing its existing customers. ... A core part of what makes Apple Apple is its organization structure; Tim Cook has said it will never change.

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