

***KAZHAKH UNIVERSITY OF INTERNATIONAL RELATIONS
AND WORLD LANGUAGES NAMED AFTER ABLAY KHAN***

DEPARTMENT OF INTERNATIONAL RELATIONS

International relations 303-group

SUCCESSFUL COMPANY'S :

APPLE AND GOOGLE

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Apple is an American multinational corporation headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software and personal computers.





Its best-known hardware products are the Mac line of computers, the iPod music player, the iPhone smartphone, and the iPad tablet computer. Its consumer software includes the OSX systems, the iTunes media browser, the Safari web browser, the iLife and iWork creativity and productivity suites.

Apple is the world's second-largest information technology company by revenue after Samsung Electronics, and the world's third-largest mobile phone maker after Samsung and Nokia.



Fortune magazine named Apple the most admired company in the United States in 2008, and in the world from 2008 to 2012. On September 30, 2013, Apple surpassed Coca-Cola to become the world's most valuable brand in the Omnicom Group's "Best Global Brands" report. However, the company has received criticism for its contractors' labor practices, and for Apple's own environmental and business practices.



The word "APPLE" is written in large, colorful, 3D block letters. The letters are multi-colored with a gradient effect. The 'A' is green, the first 'P' is yellow, the second 'P' is cyan, the 'L' is purple, and the 'E' is pink. The letters are set against a dark background and have a reflection below them.

Apple was established on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne to sell the Apple I personal computer kit, a computer single handedly designed by Wozniak. The kits were hand-built by Wozniak and first shown to the public at the Homebrew Computer Club.



Corporate culture

Apple was one of several highly successful companies founded in the 1970s that bucked the traditional notions of what a corporate culture should look like in organizational hierarchy (flat versus tall, casual versus formal attire).





Other highly successful firms with similar cultural aspects from the same period include Southwest Airlines and Microsoft. Originally, the company stood in opposition to staid competitors like IBM by default, thanks to the influence of its founders; Steve Jobs often walked around the office barefoot even after Apple was a Fortune 500 company.

Litigation

Apple has been a participant in various legal proceedings and claims since it began operation and, like its competitors and peers, engages in litigation (trying legal cases before the courts) in its normal course of business for a variety of reasons. In particular, Apple is known for and promotes itself as actively and aggressively enforcing its intellectual property interests.



Finance

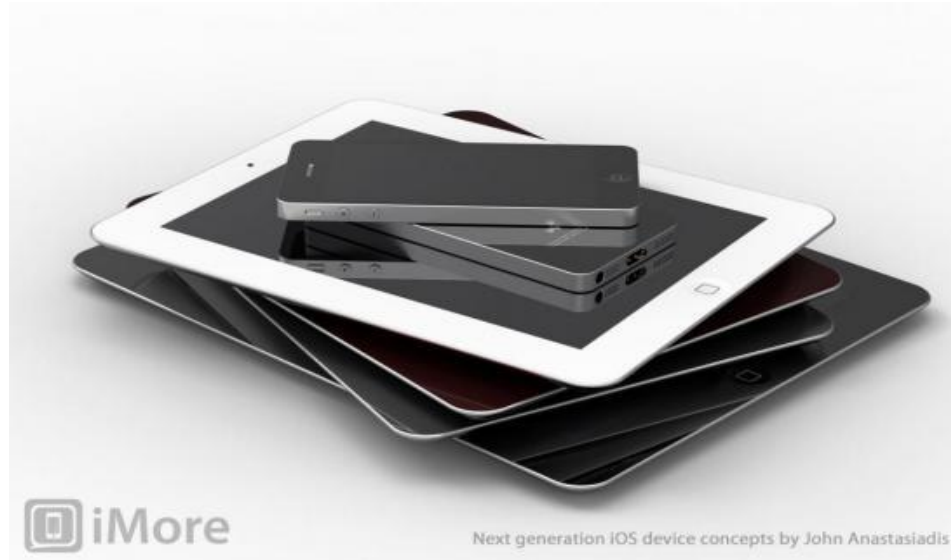
In its fiscal year ending in September 2011, Apple Inc. reported a total of \$108 billion in annual revenues – a significant increase from its 2010 revenues of \$65 billion – and nearly \$82 billion in cash reserves.



Apple's brand loyalty is considered unusual for any product. At one time, Apple evangelists were actively engaged by the company, but this was after the phenomenon was already firmly established.



iPad 3



Apple evangelist Guy Kawasaki has called the brand fanaticism "something that was stumbled upon". Apple has, however, supported the continuing existence of a network of Mac User Groups in most major and many minor centers of population where Mac computers are available.



Apple Store openings can draw crowds of thousands, with some waiting in line as much as a day before the opening or flying in from other countries for the event.





Google is an American multinational corporation specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Most of its profits are derived from AdWords.



Google was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University. Together they own about 14 percent of its shares but control 56 of the stockholder voting power through supervoting stock.

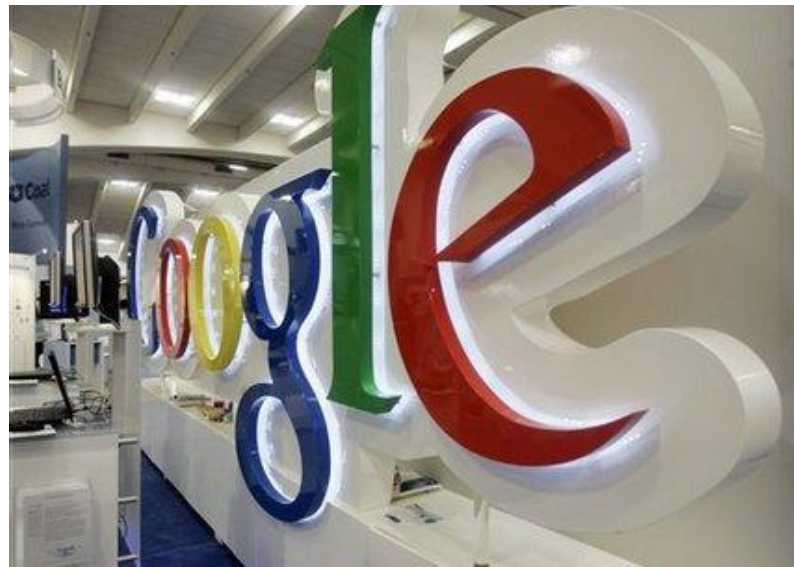


They incorporated Google as a privately held company on September 4, 1998. An initial public offering followed on August 19, 2004.





Its mission statement from the outset was "to organize the world's information and make it universally accessible and useful," and its unofficial slogan was "Don't be evil." In 2004, Google moved to its new headquarters in Mountain View, California, nicknamed the Googleplex.





Rapid growth since incorporation has triggered a chain of products, acquisitions and partnerships beyond Google's core search engine.



It offers online productivity software including email (Gmail), a cloud storage service (Google Drive), an office suite (Google Docs) and a social networking service (Google+). Desktop products include applications for web browsing, organizing and editing photos, and instant messaging.



Thanks for your attention!!!

