

Apple Computer Inc By Julie Hennessy

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citation: julie hennessy, andrei najjar, "apple computer, inc.: think different, think online music", kellogg school of management cases, (2017) , doi: 10.1108/case ...

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case detail case summary. apple computer, inc.: think different, ... authors: julie hennessy; andrei najjar. key concepts. brand equity, branding, new products, ...

APPLE COMPUTER, INC.: THINK DIFFERENT, THINK ONLINE MUSIC

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Wed, 10 May 2017 16:18:00 GMT

author(s): jill carter, jimmy carter, julie hennessy, and alice m. tybout doi: ... julie hennessy apple computer, inc.: think different, think online music;

APPLE COMPUTER, INC: THINK DIFFERENT, THINK ONLINE MUSIC ...

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apple computer, inc: think different, ... julie hennessy. published by: kellogg school of management (2004) length: 13 pages. data source: published sources.

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next's subsequent 1997 buyout by apple computer inc. brought jobs back to the company he ... (with intro by president john hennessy) youtube; gifs; login sign up. top ...

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