



Haunted Empire

By Yukari Iwatani Kane

Paperback. Book Condition: New. Not Signed; An insightful, behind-the-scenes portrait of the technology giant Apple. Former Wall Street Journal technology reporter Yukari Iwatani Kane delves deep inside Apple in the two years since Steve Jobs's death, revealing the tensions and challenges CEO Tim Cook and his team face as they try to sustain Jobs's vision and keep the company moving forward. Steve Jobs's death raised one of the most pressing questions in the tech and business worlds: Could Apple stay great without its iconic leader? Many inside the company were eager to prove that Apple could be just as innovative as it had been under Jobs. Others were painfully aware of the immense challenge ahead. As its business has become more complex and global, Apple has come under intense scrutiny, much of it critical. Maintaining market leadership has become crucial as it tries to conquer new frontiers and satisfy the public's insatiable appetite for 'insanely great' products. Based on over two hundred interviews with current and former executives, business partners, Apple watchers and others, Haunted Empire is an illuminating portrait of Apple today that offers clues to its future. With nuanced insights and colourful details that only a seasoned journalist...



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