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## STEVE JOBS AND THE SECRET OF APPLE'S SUCCESS



Apple is a company inextricably tied to the word "new" -- new categories of consumer technology, new distribution models. But when it comes to marketing, Steve Jobs has proven to be 100% old-school: back up great products up with creative advertising, big media spending and smart retail. Apple's strategy has also meant retaining solid distribution through third-party retailers. Apple is among the top 100 U.S. advertisers.

Read the original article here:

[How Steve Jobs' Apple Married Mass Marketing With Unabashed Creativity](#)

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