



"GENIUS" ADS FOR MAC - APPLE LOSES ITS MARKETING TOUCH

Apple has had a low point or two in its advertising past --- but its low points are usually higher than most advertisers' high points. This is different. These ads are causing a widespread gagging response, and deservedly so. I honestly can't remember a single Apple campaign that's been received so poorly.

<http://www.ibtimes.com/articles/368402/20120730/apple-steve-jobs-marketing-genius-ads-mac.htm>

Read the full article here:

[Apple, Without Steve Jobs, Loses Marketing Touch: New 'Genius' Ads For Mac ... - International Business Times](#)

<https://blog.granted.com/>