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Page 4/22

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Apple's iPhone Launch:
A Case Study in

Effective Marketing

Kyle Mickalowski,

Augustana CollegeMark

Mickelson, Augustana

CollegeJaciell Keltgen,

Augustana

CollegeABSTRACT

When CEO Steve Jobs

announced in January

2007 that Apple would

be releasing a

revolutionaryiPhone

five months hence,

consumers waited with

bated breath for a

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phone that would
deliver all the features
of their iPods as well as
a smart phone.

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Ives estimates Apple's
supply chain is
expecting the delivery
of 80 million iPhone
12s during the initial

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launch period, with the potential to even reach the mid 80's.

Analyst: Major Tailwinds for Apple's iPhone 12 Launch | Nasdaq

That means you can go case-free and snap the wallet directly to the back of your iPhone 12. You can also pick up any MagSafe case. Apple has leather and silicone ones of its own design, and are a ...

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**Review: Apple's
MagSafe wallet
finally solves the
unified ...**

After the various headwinds associated with the coronavirus delayed the release of Apple's iPhone 12, the new smartphone was finally unleashed on the market on October 23. According to Wedbush analyst Daniel Ives' latest checks, there is robust

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demand for the new handset, both domestically and in the key Chinese market. In fact, the analyst thinks the Street is underestimating the expected ...

Analyst: Major Tailwinds for Apple's iPhone 12 Launch

Apple's fall product launch this year is expected to touch off a wave of upgrade purchases, analysts

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say, with fans eyeing the iPhone's new 5G capabilities and boxier look, similar to that of the ...

iPhone 12 launch day: Apple's big event was quite a ...

Apple's new low-cost phone is most likely coming on April 14 or 15. But don't expect a splashy event; coronavirus lockdowns mean the new iPhone SE will appear quietly

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via press release.
Study In Effective

**Apple's New iPhone
SE: Everything We
Know | PCMag**

Find iPhone cases and screen protectors to defend your phone against water, dust, and shock. Shop iPhone protective covers today. Buy online with fast, free shipping.

**iPhone Cases &
Protection - iPhone**

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Accessories - Apple

Buy iPhone accessories from Apple, including iPhone cases, Lightning adapters, docks, headphones, speakers and more.

Buy iPhone

Accessories - Apple

To access and use all the features of Apple Card, you must add Apple Card to Wallet on an iPhone or iPad with iOS or iPadOS 13.2 or later. Update to the

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latest version of iOS or iPadOS by going to Settings > General > Software Update. Tap Download and Install. Available for qualifying applicants in the United States.

iPhone - Apple

Since the iPhone's launch further features have been added, including larger screen sizes, shooting video, waterproofing, the ability to install third-

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party mobile apps through an app store, and many accessibility features. Up to 2017, iPhones used a layout with a single button on the front panel that returns the user to the home screen.

iPhone - Wikipedia

The second round of devices, including the iPhone 12 mini and iPhone 12 Pro Max, launch on November 13th. The fine print

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under the new iPhone
12 series' press release
says that the Clear
Case and the Silicone
MagSafe cases will
come out on November
6th.

**Apple's new
MagSafe accessories
will release after the**

...

Use 5G with your
iPhone. Your iPhone 12,
iPhone 12 mini, iPhone
12 Pro, or iPhone 12
Pro Max works with the

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5G networks of certain carriers. Learn more about 5G

iPhone - Official Apple Support

iPhone 12 Pro and iPhone 12 Pro Max deliver an advanced 5G experience on a global scale, engineered with a seamless integration of world-class hardware and world-class software. 5G on iPhone boasts improved

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speeds for faster
downloads and
uploads, higher quality
video streaming, more
responsive gaming,
real-time interactivity
in apps, FaceTime in
high definition, and
much more.

**Apple introduces
iPhone 12 Pro and
iPhone 12 Pro Max
with ...**

Apple's mobile
accessory universe
expanded considerably

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with the launch of the iPhone 12 line and MagSafe, and it's accordingly ready to treat those add-ons more like fashion items. MacRumors ...

Apple's iPhone 12 Studio lets you 'try' MagSafe accessory

...

As with every iPhone launch, a large chunk of this week's event was devoted to Apple's latest processor—in

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this case, the A14 Bionic—and a bunch of camera-related improvements. The A14 is ...

Apple's 5G iPhone event was about a lot more than 5G

Sales of Apple Inc.'s iPhone 12 have exceeded Wedbush's "bull case scenario" for fiscal 2021, based on Asia supply chain checks, and should boost shares with

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December results
coming shortly ...
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Marketing

**Apple's iPhone 12
sales exceed
Wedbush's 'bull case**

...

Cupertino, California —
Apple today announced
the second-generation
iPhone SE, a powerful
new iPhone featuring a
4.7-inch Retina HD
display, paired with
Touch ID for industry-
leading security.

iPhone SE comes in a

