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Apple

## **FACT SHEET**

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| Overview of Apple | Apple Inc. is an American multinational technology company headquartered in Cupertino, California that designs, develops, and sells consumer electronics, computer software, and online services. |
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| ***Apple’s Mission Statement*** | **Apple's** current **mission statement** as of 2017 is "**Apple** designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. **Apple** leads the digital music revolution with its iPods and iTunes online store. |
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| Apple’s History | Founders Steve Jobs and Steve Wozniak created **Apple** Computer on April 1, 1976, and incorporated the company on January 3, 1977. |
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| ***Apple’s Location*** | Their current headquarters is Cupertino, CA, with stores located throughout the entire region of the United States and other distribution systems in countries across the world.  |
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| ***Apple’s Products & Initiatives***  | **Apple's** core product lines are the iPhone smart phone, iPad tablet computer, iPod portable media players, and Macintosh computer line.**###**NOVEMBER/2017 |