



# An Apple Story: How iPhone Sold 500 Million Times

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The secret to sales success is something that companies spend years searching for - it is the ultimate goal for any business. However, selling well enough to break even is quite a bit different than selling enough to put you in the record books. Apple Inc. has spent the past 15 years climbing to the top of the technology market, a spectacular rise that has been accelerated by more than 500 million iPhone sales in less than seven years. Apple's unique strategies to reach such unprecedented heights are included in this book and can act as valuable lessons for other companies to expand into the next echelon of success.

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