



世界 193 ヶ国 51 万社の企業と 1,000 業種の産業に関する最新データと
文献を収録、MBA コースに最適の分析スキル養成データベース

Gale Business Insights: Global

企業史

Origins: 1976

Apple was founded in April 1976 by Steve Jobs, then 21 years old, and Steve Wozniak, 26, both college dropouts. Their partnership began several years earlier when Wozniak, a talented, self-taught electronics engineer, began building boxes that allowed him to make free long-distance phone calls. The pair sold several hundred of those boxes.

In 1976 Wozniak was working on another box, the Apple I computer, without keyboard or power supply, for a computer hobbyist club. Jobs and Wozniak sold their most successful computers, which they called the Apple I, to a local retailer who ordered 50 of the computers, which he sold to a local computer store. Jobs and Wozniak designed software. Early microcomputers had usually been housed in metal cabinets, but the Apple I in a more attractive modular beige plastic container.

Jobs wanted to create a large company, so he consulted with Mike Markkula, a retired electronics engineer who had managed marketing for the Intel Corporation and Fairchild Semiconductor. Markkula bought one-third of the company for \$250,000, helped Jobs with the business plan, and hired Mike Scott as president in 1977. Wozniak worked for Apple full time in his engineering capacity.

Jobs recruited Regis McKenna, owner of one of the most successful advertising and public relations firms in the Silicon Valley, to devise an advertising strategy for the company. McKenna designed the Apple logo and began advertising personal computers in consumer magazines. Apple's professional marketing team placed the Apple II in retail stores, and by June 1977 annual sales reached \$1 million. It was the first microcomputer to use color graphics, with a television set as the screen. In addition, the Apple II expansion slot made it more versatile than competing computers.

Early Products: 1976-81

The earliest Apple II read and stored information on cassette tapes, which were unreliable and slow. By 1978 Wozniak had invented the Apple Disk II, at the time the fastest and most inexpensive disk drive that was offered by any computer manufacturer. The Disk II made possible the development of software for the Apple II. The introduction of Apple II, with a user manual, at a consumer electronics show signaled that Apple was expanding beyond the hobbyist market to make its computers consumer items. By the end of 1979 Apple was one of the fastest-growing companies in the United States, with its products carried by over 120 dealers.

In 1979 Apple introduced the Apple II+, which had more memory than the Apple II and an easier start-up system, and the Silentype, the company's first printer. VisiCalc, the first spreadsheet for microcomputers, was also released that year. Its popularity helped sell many Apple IIs. By the end of

アップル社の社史を含む約 17,000 件の社史を提供 (2017 年 8 月現在) フルテキスト検索可能、検索語はハイライト表示

ケーススタディー

Economics of Apple iPhone: price discrimination or pricing error?

Journal of the International Academy for Case Studies

CASE DESCRIPTION

The present case examines Apple's iPhone pricing decisions and provides an opportunity to review the underlying principles of several pricing strategies. The case is designed to cover a number of learning outcomes in a Managerial Economics course at the M.B.A. or upper undergraduate level and has been tested in M.B.A. Managerial Economics classes at two business schools over several semesters. The case is designed to be taught in one class hour and is expected to require two hours of outside preparation by students.

CASE SYNOPSIS

Apple's iPhone pricing decisions cover a number of learning outcomes in a Managerial Economics course at the M.B.A. or upper undergraduate level and has been tested in M.B.A. Managerial Economics classes at two business schools over several semesters.

The key question in this case is whether these events resulted from a pricing error by Apple or were a part of a long-term pricing strategy. The case provides an opportunity to review the conditions for successful price discrimination and evaluate the reasons for Apple's pricing decisions and consequences thereof.

CASE BODY

Apple Inc. (NASDAQ: AAPL) is engaged in "designing, manufacturing and marketing mobile communication and media devices, personal computers, and portable digital music players. It also sells a range of related software, services, peripherals, networking solutions, and third-party digital content and applications. The Company's products and services include iPhone, iPad, Mac, iPod, Apple TV, a portfolio of consumer and professional software applications, the iOS and Mac OS X operating systems, iCloud, and a range of accessories, service and support offerings. It also sells and delivers digital content and applications through the iTunes Store, App Store, iBooks Store, and Mac App Store."

アップル社の 9 件を含む約 2,050 件のケーススタディーを提供 (2017 年 8 月現在) フルテキスト検索可能、検索語はハイライト表示

ブランド

iPad	Electronic equipment
iPad Air	Electronic equipment
iPad mini	Electronic equipment
iPad pro	Electronic equipment
iPhone	Telephones - cellular
iPhoto	Computer software publishers - prepackaged
ipod	Electronic equipment

アップル社の 167 件のブランド情報を提供 (2017 年 8 月現在) CSV にエクスポート可能

企業年譜

2007: A "green" strategy is developed, calling for the removal of toxic chemicals and an emphasis on recycling.

2007: The company celebrates the 30th anniversary of the Apple II's debut.

2007: Apple acquires the Common Unix Printing System.

2007: The iPhone is introduced in the United Kingdom.

2008: In a \$276 million deal, Apple acquires the microprocessor design firm P.A. Semi.

2008: Movie rentals from leading studios are added to iTunes.

2008: The Apple 3G iPhone is slated for debut in Italy without a mandatory service contract, via a Re-up with Telecom Italia Mobile.

2008: **2008: Movie rentals from leading studios are added to iTunes.**

2009: A major, long-term LCD panel supply deal is made with LG Display.

2009: CEO Steve Jobs takes a leave of absence due to health issues.

2009: Chief Operating Officer Timothy D. Cook takes the reins at Apple in Jobs' absence.

2009: The digital music service Last.fm is acquired.

2010 Apr.: Apple unveils its iPad tablet PC and sells 300,000 devices during the first day.

2010: On day one of the iPad's availability, users downloaded some 1 million apps from the Apple App Store and approximately 250,000 electronic books from the iBooks store.

2010: The Austin, Texas-based semiconductor developer Intrinsic is acquired.

2010: The company's second China flagship store opens in Shanghai.

2010: Plans are made to offer the iPhone with carriers other than AT&T beginning in 2011.

アップル社を含む 2,300 件の企業年譜を提供 (2017 年 8 月現在)

市場占有率

Top Notebook Computer Makers Worldwide, 2016-2017

Market Share Reporter

Shipments fell from 157.9 million units in 2016 to 150.7 million units in 2017, a decline of 4%. Market shares are estimated for 2016 and are forecast for 2017.

	2016	2017
	%	%
Hewlett-Packard Co.	22.20	22.60
Lenovo Group	21.90	21.20
Dell Inc.	15.10	14.60
AsusTek Computer Inc.	10.60	10.90
Acer Group	8.20	8.30
Apple Inc.	7.90	8.30
Other	14.50	14.10

"Top Notebook Computer Makers Worldwide, 2016-2017." TrendForce Projects Global Notebook Shipments to Drop 4.5% Annually in 2017. [online] from <http://press.trendforce.com/press/20161106-2068.htm> [press release November 16, 2016], from trend'one.

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Source Citation:
"Top Notebook Computer Makers Worldwide, 2016-2017." Market Share Reporter. Ed. Ruben S. Lachiz and Virgil L. Burton, III. 28th ed. Farmington Hills, MI: Gale, 2018. Business Insights: Global. Web. 18 Aug. 2017.

アップル社の 247 件を含む約 62,000 件の市場占有率情報提供 (2017 年 8 月現在)

ランキング

World's Most Innovative Companies Overall, 2016

Business Rankings Annual

Ranked by: Editorial determination of notable innovations during the year, and their impact on business, industry, and culture.

Remarks: Scores not provided. Also notes comments.

Number listed in source: 50

1. Amazon.com Inc.
2. Google Inc.
3. Uber Technologies
4. Apple Inc.
5. Snap Inc.
6. Facebook Inc.
7. Netflix Inc.
8. Twilio
9. Chobani LLC

アップル社の 713 件を含む約 96,000 件のランキング情報を提供 (2017 年 8 月現在)

学術雑誌

Transnational corporations' outward expression of inward self-constitution: the enforcement of human rights by Apple, Inc

Indiana Journal of Global Legal Studies

Author Abstract

Societal constitutionalism presents us with alternatives to state-centered constitutional theory. But this alternative does not so much displace as extend conventional constitutional theory as a set of basic premises that structure the organization of legitimate government units. Constitutional theory, in either its conventional or societal forms, engages in both a descriptive and a normative project—the former looking to the incarnation of an abstraction and the latter to the development of a set of presumptions and principles through which this incarnation can be judged. Constitutional theory is conventionally applied to states—that is, to those manifestations of organized power constituted by a group of individuals, bounded by a territory, and endorsed by the institution of government. But today a certain measure of disaggregation has managed to manifest a constituting power. Globalization has opened holes in the walls that serve to police and protect states and their power authority. Societal aggregations can exist now between borders. Groups of individuals (and not just natural persons) incarnate abstractions of governance and then judge them in ways that are consonant with constitutional theory. These emerging realities have produced societal constitutionalism. But like conventional constitutionalism, societal constitutionalism seeks the comfort of equilibrium and stasis as the basic operating premises of self-constituting governance systems. This paper considers societal constitutionalism in its dynamic element—as a system structures constant adjustment among the

アップル社に関する約 100 件の雑誌記事を含む約 104 万件の雑誌記事を提供 (2017 年 8 月現在)
フルテキスト検索可能、検索語はハイライト表示

報道

Apple's Silence in China Sets Dangerous Precedent

The New York Times

A year ago, the Federal Bureau of Investigation made an extraordinary demand of Apple. To get inside a dead terrorist's iPhone, law enforcement officials wanted the company to create a hackable version of the software that runs all iPhones.

To many legal experts, it wasn't obvious that Apple had a winning case against the request. But facing great legal and political opposition, Apple took a stand anyway. Timothy D. Cook, Apple's chief executive, argued that the company had a financial and moral duty to protect its users' privacy and security. He made clear that Apple would obey American law—but only after trying to shape the law.

The fight paid off. On the eve of a courtroom showdown, the F.B.I. rescinded its request. It is worth underlining this point: When Apple took a public stand for its users' liberty and privacy, the American government blinked.

Yet in China over the weekend, when faced with a broad demand by the Chinese internet authority, it was Apple that blinked.

Apple pulled down several VPN apps—programs that allow iPhone users to bypass the Chinese government's censorship apparatus—from its Chinese App Store. The developers behind the apps must register with the government under a cybersecurity law that went into effect in January. The law imposes criminal penalties on Apple and other companies that host unregistered apps.

主要なフルテキスト収録新聞→4,5 ページ目

※この他に業界誌、投資家向けレポートも収録されています
※すべての企業に上記の資料やデータのすべてが用意されているわけではありません
※財務情報は米国内企業に限定されます

一般雑誌

Apple Watch and Travelocity Rank on Engagement Labs' Movers and Shakers List

Entertainment Close-up

Engagement Labs identified the top ten brands that saw the most improvement with respect to the quality and quantity of consumer conversations.

According to the analysis, these 'Movers and Shakers' are not from just one category in fact, they range from technology and entertainment to insurance companies, travel services and food brands. And, they include a mix of new products, such as the Apple Watch, along with well-established brands such as General Mills. This demonstrates a fundamental finding: no matter the category or age of a brand, with a strong product, notable customer, or talk-worthy marketing campaign, there is always an opportunity to gain momentum and improve how much and the way in which consumers talk about a brand.

Engagement Labs said that the rankings are based on its proprietary TotalSocial data, which continuously measures the most important drivers of brand performance with respect to social media and word of mouth conversations. Engagement Labs' 'Movers and Shakers' were identified by brands that had the biggest point increase in their TotalSocial scores from the twelve months ending May 2016 to the twelve months ending May 2017, placing them in the top half of the TotalSocial ranking.

アップル社に関する約 11,000 件の雑誌記事を含む約 668 万件の雑誌記事を提供 (2017 年 8 月現在)
フルテキスト検索可能、検索語はハイライト表示

SWOT 分析

Company Snapshot

Key Information	Apple Inc. (AAPL) designs, manufactures and sells consumer electronics, computer software and services, and operates retail stores globally. The company's chief executive officer is Timothy D. Cook. Apple Inc. designs, manufactures and sells consumer electronics, computer software and services, and operates retail stores globally.
Headquarters	Cupertino, CA, USA
Year Founded	1976
Employees	~100,000
Market Capitalization	~\$700 billion

Company Overview

Apple Inc. (AAPL) designs, manufactures and sells consumer electronics, computer software and services, and operates retail stores globally. The company's chief executive officer is Timothy D. Cook. Apple Inc. designs, manufactures and sells consumer electronics, computer software and services, and operates retail stores globally.

SWOT Analysis

Strengths	Weaknesses
Research and Development	Legal Proceedings
Service Market Position	Product Recall
Improved Financial Stability	Operational Issues
Brand	Competitive Pressure
Patent Portfolio	Operational or Network Priority
Patent Portfolio	Patent Portfolio
Patent Portfolio	Patent Portfolio

Financial Performance

Revenue	\$215,624,000,000
Net Income	\$112,298,000,000
EPS (Diluted)	\$88.17
EPS (Basic)	\$88.17
Book Value per Share (USD)	\$188.17

アップル社を含む 1,000 件の SWOT 分析レポートを提供 (2017 年 8 月現在)

産業情報

企業情報と同様、特定産業の学術雑誌記事、一般雑誌記事、報道記事、ケーススタディー、市場占有率情報、ランキング情報、業界紙記事を提供する他、産業情報に固有の資料として、業界団体に関する情報と当該産業に関するレファレンスの記事を提供します。

Electronic Computer Manufacturing

Key Information	Top Countries	Revenue	Top Companies
Number of Companies: 191	United States	\$295,737,860,000	Apple Inc. \$215,624,000,000
Employees: 1,399,369	China	\$171,667,730,000	HWAIT-PACKERS DE VERACRUZ \$112,298,000,000
Annual Revenue: \$829,162,440,000	Japan	\$138,032,390,000	CA \$88,173,976,000
Annual Revenue: \$829,162,440,000	Vietnam	\$112,298,000,000	HWAIT LST \$88,173,976,000
Sales Per Employee: \$592,508	Taiwan	\$100,991,828,000	TaiYeh Corp. \$48,644,616,000

Industry Essays (Explore overview essays related to this industry)

- Electronic Computers**
Industry overview: *Encyclopedia of American Industries, 2017*
The industry encompasses companies primarily engaged in manufacturing electronic computers. By definition, this includes machines that store the processing program or programs and the data immediately necessary for...
Please note: This essay is being provided for historical context only and is no longer being updated.
- Electronic Notebooks**
Industry overview: *Encyclopedia of Emerging Industries, 2009*
Please note: This essay is being provided for historical context only and is no longer being updated. The presence of the Internet and e-mail has grown in both the work and home lives of Americans, and mobile computing...

業界団体

Japan Business Federation

1-3-2 Otemachi
Chiyoda-ku
Tokyo
100-8188
Japan

Email: webmaster@keidanen.or.jp

URL: <http://www.keidanen.or.jp>

Primary Contact: Sawakura Seisuke, Chairman

FOUNDED: 2002. STAFF: 290. LANGUAGES: English, Japanese. MULTINATIONAL DESCRIPTION: Represents Japanese corporations, including manufacturing, trade, distribution, finance, and energy. COMMITTEES: Comprehensive Strategy, Recovery and Restoration, Political Affair Management and other Bodies, Economic and Environmental Administration, Social Security, Sustainable, Health, Tourism, Education.

アメリカ 57,000 団体、日本 340 団体、中国 380 団体等、世界の業界団体の情報 (会長名、所在地、スタッフ人数、業種等) を提供 (2017 年 8 月現在)

参考図書 (レファレンス)

Electronic Computers

Encyclopedia of American Industries

The industry encompasses companies primarily engaged in manufacturing electronic computers. By definition, this includes machines that store the processing program or programs and the data immediately necessary for execution of the program. Such machines can also be freely programmed in accordance with the requirements of the user; perform arithmetical computations specified by the user; and execute, without human intervention, a processing program that requires them to recopy their executor by logical decision during the processing run.

Industry snapshot

Personal computers are single-user, self-contained units. They provide powerful computational abilities with flexibility and portability. While they are not as portable as smartphones and tablet computers, they typically have greater memory capacities and processing speeds. This segment includes laptop and notebook computers.

In a January 2016 release, International Data Corporation (IDC) explained that "The PC market continued to face persistent challenges from longer-PC lifecycles and competition from mobile phones and tablets," a consistent trend for most of the early and mid-2010s. In the United States, sales volume declined by 4.3 percent for the fourth quarter of 2015 when compared to the prior year, and while this might seem bad, worldwide volume dropped by 10.6 percent, meaning the United States was one of the stronger world markets at the end of 2015.

収録レファレンス→4,5 ページ目

インタラクティブなグラフと表による企業間、産業間、国間比較



Year	Company				
	Apple Inc.	Microsoft Corp.	Nokia Oyj	Sony Corp.	Dell Inc.
2017				\$68,230,740,000	
2016	\$215,638,000,000	\$55,320,000,000	\$24,847,950,000	\$61,814,060,000	\$54,900,000,000
2015	\$233,715,000,000	\$93,580,000,000	\$13,582,070,000	\$69,485,400,000	
2014	\$182,795,000,000	\$86,833,000,000	\$15,419,750,000	\$75,391,290,000	
2013	\$170,910,000,000	\$77,649,000,000	\$17,608,100,000	\$60,405,690,000	\$56,940,000,000
2012	\$156,808,000,000	\$73,723,000,000	\$40,324,200,000	\$69,470,900,000	\$62,071,600,000
2011	\$108,249,000,000	\$69,943,000,000	\$61,660,000,000	\$76,832,400,000	\$61,494,000,000
2010	\$66,225,000,000	\$62,484,000,000	\$56,720,600,000	\$93,010,100,000	\$52,902,000,000
2009	\$42,905,000,000	\$58,437,000,000	\$54,111,200,000	\$85,548,200,000	\$61,101,000,000
2008	\$32,479,000,000	\$60,420,000,000	\$69,477,800,000	\$91,122,400,000	\$61,133,000,000
2007	\$24,006,000,000	\$51,122,000,000	\$69,464,400,000	\$90,414,800,000	\$57,420,000,000
2006	\$19,315,000,000	\$44,282,000,000	\$52,858,100,000	\$69,372,100,000	\$55,800,000,000

《企業》

- ◆ 比較の指標
売上高、従業員一人当たり売上高（と推移）、従業員数（と推移）

《産業》

- ◆ 比較の指標
企業数（と推移）、売上高、従業員一人当たり売上高（と推移）、従業員数（と推移）

《国》

- ◆ 比較の指標（世界銀行『世界開発指標』の指標）

- GDP
- GDP デフレーター
- GDP 成長率
- 一人当たり GDP（金額と成長率）
- GNI
- GNI 成長率
- 一人当たり GNI（金額と成長率）
- 失業率
- 識字率
- 平均寿命
- 財・サービスの輸入・輸出
- 人口成長率
- 総資本形成
- 国内総所得
- 国内総貯蓄
- 国内純貯蓄（金額と GNI 比）
- 調整済み国民純所得（金額と成長率）
- 粒子状排出物質による損害を除く調整済み純貯蓄（金額と GNI 比）
- 粒子状排出物質による損害を含む調整済み純貯蓄（金額と GNI 比）
- 二酸化炭素排出による損害（金額と GNI 比）
- 固定資本減耗（金額と GNI 比）
- 教育支出（金額と GNI 比）
- エネルギー資源の枯渇（金額と GNI 比）
- 鉱物資源の枯渇（金額と GNI 比）
- 天然資源の枯渇（金額と GNI 比）
- 純森林枯渇（金額と GNI 比）
- 農業保護政策評価額（GDP 比）
- 農業付加価値（金額と GDP 比）
- 財・サービスの対外収支（金額と GDP 比）



任意の企業、産業、国を選び、様々な指標での比較ができます。グラフはダウンロードと印刷、表はダウンロードができます。

収録資料・データの出所

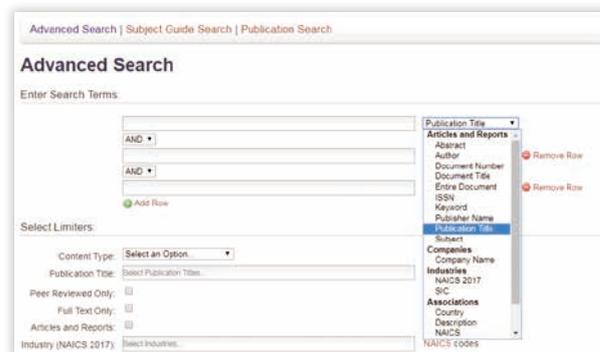
- ◆ 財務情報：Thomson Reuters
- ◆ 企業史：International Directory of Company Histories（Gale）
- ◆ 企業年譜：Notable Corporate Chronologies（Gale）
- ◆ ケーススタディー：
 - CaseBase: Case Studies in Global Business（Gale）
 - Gale Business Insights: Global Case Study Collection（Gale）
 - Innovation Masters: History's Best Examples of Business Transformation（Gale）
 - Corporate Disasters: What Went Wrong and Why（Gale）
 - The Business Communication Casebook（South-Western）
 - Business Case Journal（Society for Case Research）
 - Cases on Information Technology and Organizational Politics and Culture（IGI Global）
 - Cases on Managing E-Services（IGI Global）
 - Cases on Strategic Information Systems（IGI Global）
 - Cases on Telecommunications and Networking（IGI Global）
- ◆ 市場占有率：Market Share Reporter（Gale）

- ◆ **ランキング** : Business Rankings Annual (Gale)
 - ◆ **SWOT 分析** : Global Markets Direct SWOT Reports (GlobalData Ltd.) 1,000 件
 - ◆ **投資家向けレポート** : Thomson Reuters, New Constructs, FBN Securities
 - ◆ **学術雑誌** : フルテキスト誌 361 誌 (うち、カレントまで 204 誌)、フルテキスト査読誌 318 誌 (うち、カレントまで 183 誌)
フルテキスト査読誌エンバーゴなし 291 誌 (うち、カレントまで 156 誌)
 - ◆ **一般雑誌** : 約 250 誌
 - ◆ **業界誌・専門誌** : 約 3,700 誌
 - ◆ **産業概観** : Progressive Digital Media の国別・地域別産業レポート約 2,500 件
 - ◆ **参考図書 (レファレンス)** :
 - Encyclopedia of American Industries (Gale)
 - Encyclopedia of Emerging Industries (Gale)
 - Encyclopedia of Emerging Markets (Gale)
 - Encyclopedia of Global Industries (Gale)
 - ◆ **新聞 (以下、主要フルテキスト紙)** :
 - The Economist (1988 年 1 月以降)
 - The Financial Times (1999 年 1 月以降)
 - The Times (1985 年 7 月以降)
 - Sunday Times (2009 年 5 月以降)
 - The Guardian (1990 年 1 月以降)
 - The Observer (1993 年 1 月以降)
 - Daily Telegraph (2000 年 11 月以降)
 - The New York Times (1985 年 1 月以降)
 - The Washington Post (2009 年 6 月以降)
 - Japan Times (2006 年 5 月以降)
- ※ The Financial Times は 30 日のエンバーゴ

機 能

《検索》

- ◆ **検索範囲の指定**
記事・レポート: 抄録、著者、タイトル、全文、出版社名、出版物名、件名、ISSN ほか
企業: 企業名
産業: NAICS 番号、SIC 番号
団体名: 国、団体名、NAICS 番号、SIC 番号ほか
- ◆ **検索範囲の絞り込み**
コンテンツの種類、出版物名、査読誌、フルテキスト誌、NAICS 番号、SIC 番号ほか
- ◆ **出版物の検索**
約 11,000 タイトルの索引から、出版物を探すことができます。



《スプレッドシート、CSV へのエクスポート》

- ◆ 一定の条件で抽出された企業名一覧 (+本社所在地+従業員数+売上高)
(例) 従業員数 1,000 人以上の日本のコンピュータメーカー名 (+本社所在地+従業員数+売上高)
- ◆ 特定企業の財務情報 (損益計算書、貸借対照表、キャッシュフロー計算書、レシオレポート) (直近 6 期まで)
(例) アップル社の 2011 年度から 2016 年度までの損益計算書
(例) アップル社と競合 4 社の 2016 年度のキャッシュフロー計算書
- ◆ 米国上場企業の株価のヒストリカルデータ
(例) アップル社の 2016 年の NASDAQ 株価 (始値、終値、最高値、最安値、出来高、騰落率) の日次データ
- ◆ 特定企業のブランド名とブランド種類
(例) アップル社の 167 のブランド名とブランド種類
- ◆ 複数の企業の売上高 (従業員数、従業員一人当たりの売上高)
(例) トヨタ、ダイムラー、フォルクスワーゲン、GM、現代の売上高

《その他》

雑誌、新聞等の記事については、印刷、ダウンロード、書誌の自動生成、書誌管理ソフトへのエクスポート、自動読み上げ、自動翻訳等の多くの機能を実装している他、ディスカバリーサービスに対応しています。