介绍

Gale商业资源中心：增强版是首个Gale商业资源解决方案，专为满足新一代商业研究者的需求而设计。

- 提供丰富的内容访问
  不仅是商业数据和文章的集合，还包括案例，互动图表，内嵌文章链接，相关数据，企业，国家和行业概览，研究报告，学术杂志，新闻报道，主题视频等等

- 探索优化的检索结果
  平台界面友好，互动数据图表等工具易于使用，使检索信息方便快捷，数据运用灵活

- 不断延伸的研究之路
  不断更新，为研究学者提供最新的参考资讯，根据用户浏览的文章提供更多推荐阅读资源
以检索“Apple”为例
关键词检索有联想功能
检索结果呈现/含有检索条件和结果信息概览
Company page 公司专题页

Apple Inc.
NASDAQ: AAPL
http://www.apple.com

Key Information:
- Net Revenue: $265,995,000,000
- Employees: 122,000
- Sales Per Employee: $2,012,863
- Year Founded: 1976
- Location: United States

Companies with Similar Revenue:

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<thead>
<tr>
<th>Company Name</th>
<th>Revenue</th>
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<tr>
<td>Hewlett-Packard de Venezuela C.A.</td>
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<td>HP Inc.</td>
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<tr>
<td>Pegatron Corp.</td>
<td>$38,837,460,000</td>
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<tr>
<td>Quanta Computer Inc.</td>
<td>$27,870,260,000</td>
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<tr>
<td>Hewlett-Packard Singapore Ltd</td>
<td>$16,203,500,000</td>
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Industries:

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<td>Computer and Peripheral Equipment and Software Merchant Wholesalers</td>
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<td>Software Publishers</td>
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Business Description:
Firm designs, manufactures and markets mobile communication and media devices, personal computers, and portable digital music players in addition to a variety of related software and accessories.

Fiscal Year:
September 20, 2018

Company Type:
Public, Business Firm, Publisher, Export, Headquarters

CIK:
0000320193

Auditor:
Ernst & Young LLP
Apple Inc

International Directory of Company Histories

Company Perspectives

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. Apple reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Apple Inc. is one of the most dominant technology companies of the early 21st century. The introduction of the Macintosh line of personal computers in 1984 established the company as an innovator in industrial design, whose products became renowned for their intuitive ease of use. After the departure of founder Steve Jobs during the late 1980s, Apple struggled in the 1990s, but Jobs's return in 1997 marked the beginning of a second dramatic period of growth for the company. Although still beloved for its personal computers and software, Apple revolutionized the music industry with its iPod player and iTunes online store, and it changed the direction of both the cellular phone and the mobile-computing industries with its iPhone and iPad devices.

As of 2011 Apple was among the most innovative and profitable companies in the world, but its success was intimately related to the character and creativity of Jobs, who was diagnosed with cancer in 2003 and finally succumbed to the disease in October 2011. In the months that followed, the business world closely watched Tim Cook, Jobs's successor, to determine how the company would perform in the absence of the man who had done so much to define it.

Origins: 1976

Apple was founded in April 1976 by Steve Jobs, then 21 years old, and Steve Wozniak, 20, 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 valuable possessions, a van and two calculators, raising $1,300 with which to start Apple Computer. A local retailer
### 财务数据和金融数据

#### View company profile
- Fundamentals Analysis
- Financials Dashboard

#### APPLE INC.

**Income Statement**

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<th>Year</th>
<th>Net Revenue</th>
<th>Gross Profit</th>
<th>Net Income</th>
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<td>2019</td>
<td>$265,100</td>
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<tr>
<td>2018</td>
<td>$210,000</td>
<td>$165,000</td>
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**Balance Sheet**

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<th>Year</th>
<th>Cash Flow</th>
<th>Net Change</th>
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<tr>
<td>2019</td>
<td>$50,000</td>
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<tr>
<td>2018</td>
<td>$30,000</td>
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**Company Overview**

Apple Inc. is a multinational technology company headquartered in Cupertino, California. The company designs, manufactures, and sells consumer electronics, computer software, and online services.

**Stock Price**

- **Recent Quote:** $234.37 USD
- **Change:** -0.35 (-0.40%)
- **Trading Date:** Oct 17, 2019

**News**

- **Press Digest:** Financial Times - Oct 17
  - The following are the top stories in the Financial Times. Reuters has not verified these stories and does not vouch for their accuracy.
  - Democratic candidates ask if guaranteed jobs, universal basic income or a $15 minimum wage would best help Americans.

- **More News**

**Research**

- **Analysis:**
  - Market Trends
  - Industry Insights
  - Sector Analysis

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**Graph:**

- **Volume:** 10,286,600
- **Open:** 233.37
- **Bid (Size):** 204.30
- **Ask (Size):** 204.67
- **P/E Ratio:** 39.32
- **Beta:** 1.20

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**Detailed Quote**

- **Market:** NASDAQ
- **Industry:** Technology
- **Number:** 1
- **Volume:** 10,286,600
- **Open:** 233.37
- **Bid (Size):** 204.30
- **Ask (Size):** 204.67
- **P/E Ratio:** 39.32
- **Beta:** 1.20
- **Dividends:** None
- **Market Cap:** $1.35 Trillion
- **Short Interest:** 9,936,200
- **Float:** 8,500,000
- **EPS:** $6.96
- **Revenue:** $265,100
- **Net Income:** $52,000
- **Balance Sheet:**
  - **Cash:** $80,000
  - **Current Assets:** $120,000
  - **Total Assets:** $420,000
  - **Liabilities:** $80,000
  - **Equity:** $340,000
- **Income Statement:**
  - **Revenue:** $265,100
  - **Cost of Goods Sold:** $209,900
  - **Gross Profit:** $55,200
  - **Operating Expenses:** $20,000
  - **Net Income:** $52,000

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互动图表

可查看下载表格形式，筛选对比项目，阅读相关文章
Useful tools 功能展示

Handheld Computing Devices

Industry Snapshot

Lighter and smaller than personal computers (PCs), handheld computers are computing devices for the mass market. Features common to these devices include a small monochrome or color display, a small keyboard, and a separate mouse, specialized versions of software, and a web browser. By the mid-2010s, most handheld devices had some way to connect to the Internet, whether via a cellular network or Wi-Fi.

In the 2010s, the top three handheld computing devices were smartphones, tablets, and e-readers. However, of these three, smartphones were by far the most popular choice. According to Newzoo’s “Global Mobile Market Report,” there were approximately 3.3 billion smartphone users in 2018 throughout the world. By 2021, this figure was projected to reach 3.8 billion. The researcher attributed the increase to hardware and data plans that are becoming more affordable. More than half of the 2018 total was attributable to the Asia-Pacific region.

Background and Development

The Osborne I, developed in 1980 by Adam Osborne of Osborne Computer Corp., included innovations that led the way in the evolution of truly portable computers. Weighing 17 pounds, it had a detachable keyboard, a five-inch black and white display, and two floppy disk drives. It used a Zilog Z-80 microprocessor chip, which was an improved clone of Intel's 8080. The Osborne I not only pioneered portability, but it was also credited with being the first to bundle software packages with the computer, an idea that became fundamental to selling hardware in the industry. Tens of thousands of Osborne I portable computers were sold before it became the victim of the company’s own success. In 1983 the company announced that it would build an IBM-compatible portable called the Vixen, causing buyers to stop buying the Osborne I in anticipation of the new machine. The announcement, however, was premature, and without incoming orders to fund the new product’s manufacture, Osborne was forced to file for bankruptcy protection. By the time the Vixen was ready to market, consumers had been wooed away by the products of a new leader, Compaq, that had been able to meet their demand.

According to The History of Computers by Les Freed, Compaq's opportunity to successfully take the portable computer market lead was largely due to a gaping hole in IBM's product line. In 1983 Compaq shipped the Compaq Transportable and Compaq Plus, both of which were fully

常用引文格式
可以导出至其他引用工具中
Advanced Search 高级检索

检索主题
可增加检索关键词
可选择不同关键词检索类型

筛选条件：
内容类型
出版物名称
同行评审
全文阅读
文章报告
行业代码
时间
### Subject Guide Search

Type a subject you are interested in researching into the search box below and find results grouped by the closest available matches from our business subject index.

![Subject Guide Search](image)

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<thead>
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<td>5</td>
<td>2009 Small Business Credit Card Survey</td>
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Displaying 1 - 50 of 15,110

Search Within Results:

Full listing browse
Publication search
**Glossary**

Use this business glossary to look up unfamiliar business terms by typing a term into the search box or scrolling down the alphabetical list you see below.

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**10-K Report** In the United States, a mandatory annual report filed with the Securities and Exchange Commission (SEC) by publicly held firms.

**360-degree feedback** An evaluation method that incorporates feedback from the worker, his/her peers, superiors, subordinates, and customers. Also called multi-rater feedback, multi-source feedback, or multi-source assessment.

**3PL** A neutral intermediary in the supply chain that provides logistics and other support services. Also called third-party logistics.

**4 Cs** A consumer approach to production comprising commodity, cost, channel, and communication, cf 4 Ps.

**4 Ps** The balance of marketing techniques required for selling the product: 1) Price - the price of the product, particularly the price compared to one's competitors. 2) Product - targeting the market and making the product appropriate to that market segment. 3) Promotion - sale promotion, advertising, sponsorship or other promotions. 4) Place - how the product is distributed. Current trends are towards shortening the chain of distribution. Also called the Marketing Mix.

**4 Vs Model** A model for pricing comprising Validity, Value, Venue, and Vogue.

**401(k) plan** A financial plan where employees contribute a percentage of their earnings to a fund that is invested in stocks, bonds, or money markets for the purpose of saving money for retirement.

**504 Program** In the United States, a local area or statewide corporation or authority that packages Small Business Administration (SBA), bank, state, and/or private money into financial assistance for existing business capital improvements. The SBA holds the second lien on its maximum share of 40 percent involvement. Each state has at least one certified development corporation. This program is called the SBA 504 Program. Also called CDC.
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