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what this means and how it affects it's employees who are sworn to secrecy and rarely talk about work outside of the Cupertino campus. If they do, they are unceremoniously fired and lose their badges.

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Lashinsky, A.:  
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tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside.

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and economics book on  
the systems,  
leadership patterns,  
strategies, and tactics  
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The book was authored by Adam Lashinsky, who is the Senior Editor-at-Large for Fortune and a leading correspondent in Silicon Valley.

### **Inside Apple - Wikipedia**

Newton got inspired by an apple falling from an apple tree in the year 1666, while Apple Computers sold its first computer for \$666.66.

We know what the

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number 666 stands for;  
as explained earlier it  
marks humankind  
gaining enough  
knowledge and wisdom  
to reach divine  
completeness and  
perfection.

### **Apple - The Occult Secrets behind the Brand — Karel Donk**

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Lashinsky provides  
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introduces Apple  
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business concepts like  
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practice of assigning a  
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Individual to every  
task) and the Top 100  
(an annual event  
where that year's top  
100 up-and-coming  
executives were  
surreptitiously  
transported to a secret  
retreat with company  
founder Steve Jobs).

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- 25 Jan. 2012. by.  
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ground really well.

Lashinsky repeatedly  
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diversity, focus,  
breadth, intentional  
social interaction  
patterns, and access to  
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and externally) all  
while breaking down  
why this works so well  
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Apple is known for its secrecy. 'Inside Apple'

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adequately explains what this means and how it affects it's employees who are sworn to secrecy and rarely talk about work outside of the Cupertino campus. If they do, they are unceremoniously fired and lose their badges.

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non-descript

warehouse may be the  
future of health care.

Just behind this door is  
a top-secret apple lab

and no one, except for  
apple employees, until

now has been inside.

Here, apple employees  
have been secretly

logging more than

18,000 hours of

workouts wearing this

high-tech gear for

nearly two years.

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companies are building  
and mastering every  
part of the market ...

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