**JUST**

**Alexis**

**Apple's success**

I think that the Apple's success is due to a lot of thing.

First, their products are simple to use: everyone can use easily an Apple's product, I mean that it's not a problem if you don't understand nothing of this new technology.

Secondly, Apple's products has (in general) a good ergonomics who attract users.

Thirdly, most of people seem to think that if something is more expensive, it will be necessarily better quality.

Then, when they want to make know their new product, they know exactly how to do that their publicities are omnipresent in the life of people.

Apple try to say that Android and Windows systems are more complexes than them own system.

Finally, I think that the major cause is that Apple was the first company who democratize the Smartphone, multimedia driver and tablets so they have the advantages of the market and they know what to do to keep and attract the users.