

Macro Roundup Article

Headline: [Microsoft Overtakes Apple As World's Most Valuable Company](#)

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Tweet: Microsoft overtook Apple as the world's largest firm by market value as investors price in MSFT artificial intelligence growth potential. MSFT is the largest backer of OpenAI, the developer of ChatGPT.

Summary: Microsoft usurped Apple to become the world's biggest company by market value, as the boom in artificial intelligence brought a new twist to the decades-long rivalry between the two Big Tech groups. The software company's shares climbed around 1% in early trading on Thursday to take its market value to \$2.87tn, just ahead of the iPhone maker, whose shares fell by almost 1%. Investors' excitement about the new wave of generative AI has fuelled a rally in the shares of Microsoft, which is the biggest backer of OpenAI, the maker of the popular AI-powered chatbot ChatGPT.

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