

Tim Cook starts every morning by checking his iPhone. He uses it to keep track of the company's sales reports and other business. He believes Apple's success stems from its focus on being "not the first, but the best." This philosophy emphasizes product quality and user experience. Cook continued to push Apple forward after succeeding Steve Jobs as CEO, introducing innovative products such as the Vision Pro and Apple Intelligence.

The Vision Pro is a \$3,500 spatial computing device. Cook believes the device and its potential will transform the user experience in the future. Apple Intelligence is Apple's important product in the field of AI, which aims to improve user productivity through intelligent notifications, email proofreading and other functions. Although Apple was not the first to enter the AI space, Cook said the company will continue to hone its products to provide the best experience for users.

Mr. Cook's leadership style is more steady and pragmatic than Mr. Jobs's fiery style. By optimizing Apple's supply chain and improving operational efficiency, he has led the company on a path to more stable and sustainable growth. Under his leadership, Apple gradually expanded from a company that relied on hardware products to a services business, including Apple Music and Apple TV+, creating an entire ecosystem for users.

Cook believes that through continuous innovation, tomorrow will be better than today. This belief drives Apple to continually launch disruptive products while ensuring that the user experience is always at the forefront of technological developments.