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**Five Forces Analysis - Apple INC.**

2013; USCIA, 2014). Porter's Five Forces. Porter's Five Forces analysis is a model used for industry analysis. Apple plays a significant role in four businesses, namely the communication. equipment industry, the music and video industry, the mobile phones industry, and the personal computer (PC) industry. Because its participation in the

**PESTEL five forces and SWOT analysis of Apple - UK Essays**

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Using Porter's 5 Forces on Apple 1 Apple Inc. NASDAQ: AAPL Porter's Five Forces • Porter's 5 Forces is one of the most recognized frameworks, used to assess the competitiveness and attractiveness of a particular company and its industry. • Named after Harvard professor, Michael E. Porter, this framework identifies five forces that can ...

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