# iPhone – Game Changer

## Executive Summary

The first iPhone was launched on June 29th, 2007 and it shortly replaced Nokia as the most ubiquitous smartphone. Since its debut, it set new sales records with every version and has become both a cultural and economic phenomenon. There are a number of books, papers and even movies that talk about everything including Apple's internal environment, genius marketing strategy, and Steve Jobs' leadership style. However, this project will focus on the most profitable Apple product in history - the iPhone. We aim to do extensive research on factors that contributed to iPhone's success. We will review the internal and external environment of Apple as an organization before iPhone's introduction, and investigate the internal processes and decisions that affected its hardware and software design. Finally, we will provide the core organizational factors that made iPhone revolutionary.