



Sequencing Apple's DNA

Patrick Corsi, Dominique Morin

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This book aims to extract the "molecular genes" leading to craziness! Geniuses are the ones who are "crazy enough to think they can change the world" and boldly go where no one has gone before. Where no past habit and usage are available, there is no proof of viability, as nobody has done it yet, or even imagined it, and no roadmap for guidance or market study has come up with it.

The authors call upon Leonardo Da Vinci, the Renaissance genius, who as strange as it seems, shared many traits of personality with that of Steve Jobs, in terms of the ways of performing. Da Vinci helps in understanding Jobs, and hence Apple, with his unique way of designing radically novel concepts, which were actually quite crazy for his time.

In order to shed light on a special creative posture, the indomitable sense of specifying undecidable objects – a hallmark of the late Steve Jobs – is what led the authors to match it with a specific design innovation theory. A real theory, backed by solid mathematical proof, exists and can account for the business virtue of a prolific ability to move into unknown crazy fields! The authors postulate that, by bringing the power of C-K theory to crack open a number of previous observations made about Apple's methods, it is possible to identify most of the genes of this company.

The authors analyze how and why an Apple way of doing business is radically different from standard business practices and why it is so successful. Genes are a measure of the entity at hand and can encourage past business education routine approaches, then become transferable across the spectrum of the socio-economic world.

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