

iGuess

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By Matt Brunk

Apple's iPhone may not be welcomed by business users since the iPhone runs on the **2.5G** radio and is pretty much glued to AT&T's network.



So what's my guess as to the success of the iPhone?

Apple is due credit for being the innovative company that exceeds many. The Apple marketing engine is due recognition too. Maybe Apple has designed something that in spite of its shortcomings- is what people want. Apple is also a manufacturer known for mostly good quality products and this isn't to say or imply they are perfect but they certainly have topped many on the same three themes repeatedly: innovation, great marketing and quality products.

Apple and AT&T remain tight mouthed about actual sales and activations of the iPhones. The iPhone is in my guess on the same successful track as the iPod and other Apple products such as the iMac. Apple was right when they changed their name from Apple Computer to just Apple. I guess they have it all- iMac computers. iPods for the masses, Apple TV and now iPhones. Too bad they didn't snag the name iTV.

Apple isn't a company that doesn't improve products either. Once they set to churning- they tend to stir the pot and whip out products that are cash cows. Apple wants to sell 10 million iPhones in 2008 to get a stake of 1 percent in the global market.

The iPhone doesn't look like a telephone and it doesn't come equipped with GPS. I guess people like it and it may be simply because the iPhone provides what people want and see in products- innovation, great marketing and quality.

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