

# TACEB



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# Steve Jobs

"Stay hungry, stay foolish"

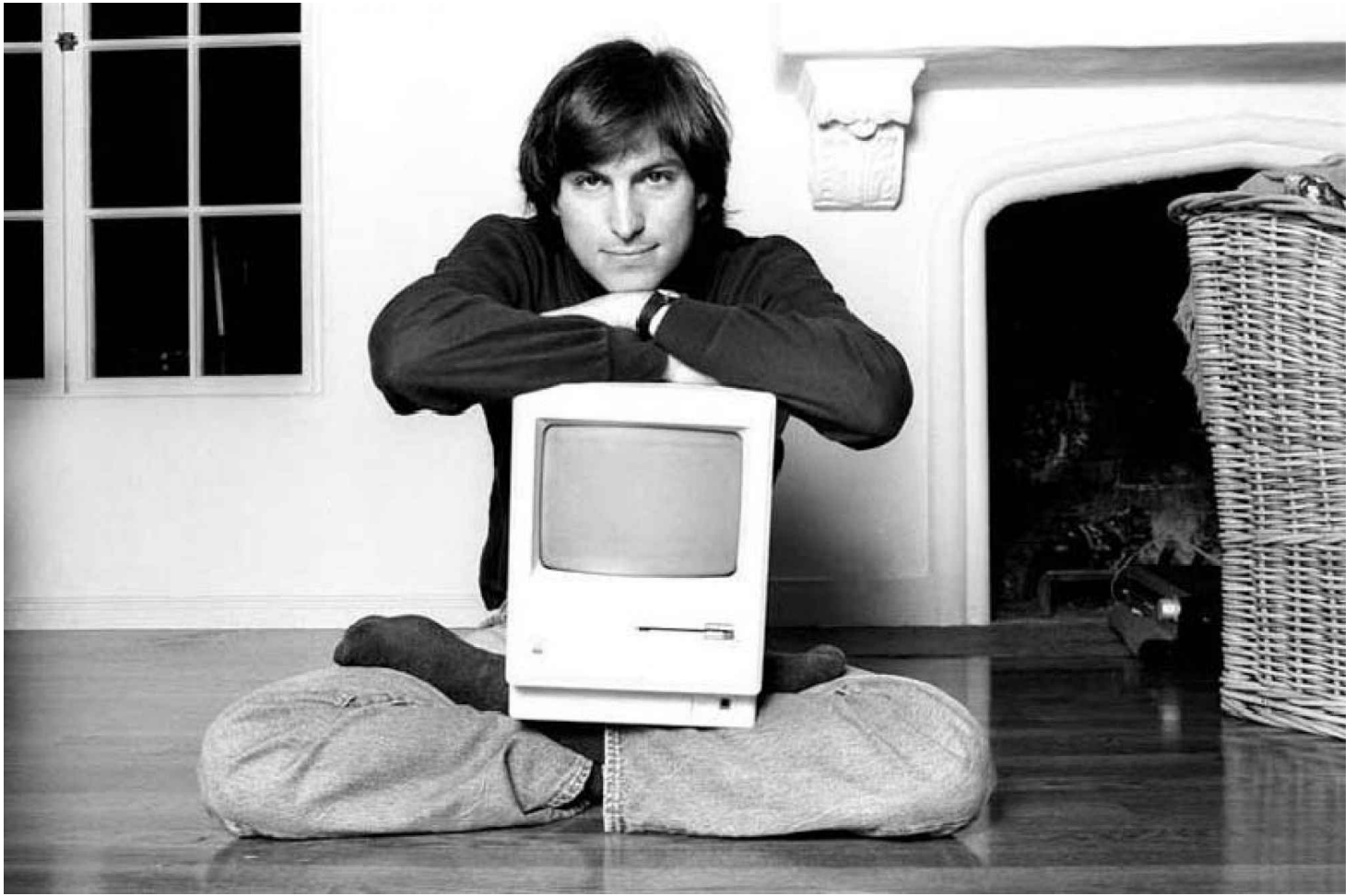
# What does Stay Hungry, Stay Foolish Mean?

In his commencement speech at Stanford University, Steve Jobs ended his address with the phrase "stay hungry, stay foolish" as advice to all students graduating



and taking further steps to what is called "real life". The phrase obviously doesn't have anything to do with actual hunger or eating or being a fool. Nowadays, people seem reluctant to get out of their comfort zone and fix their minds at a single viewpoint. The phrase is directly a response to these kinds of people. It essentially means being open to trying new things and always learning more. Clearly, Jobs has benefitted much from this mindset as he created another huge animation company, Pixar, after he grew Apple. Overall, in his speech and his quote "stay hungry, stay foolish" Jobs wanted young people to try out as many new things as possible to find their passion to later do that for a lifetime as a way of living and have a happy & healthy life. A lot of eminent people report that influenced by this quote of Steve Jobs, they have felt much happier and active in their personal and business life.

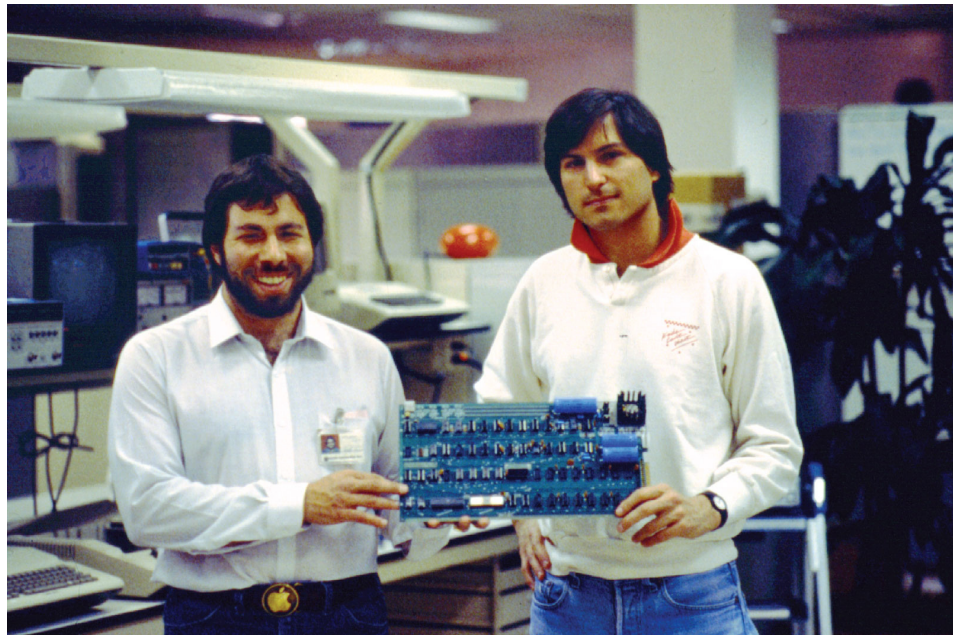
# A Detailed Look into Jobs' Life



Jobs' ability in entrepreneurship was showing up at a young age when he and Steve "Woz" Wozniak built a device that made out-of-state calls for free during their university years. Need to say, though, Wozniak was the tech genius rather than Jobs. Since Wozniak's father's job was related to tech, he had more knowledge of the industry. What Jobs excelled in was marketing and human relations. Jobs took a trip to India to discover himself and when he came back to the States, the two, Woz and him, reunited. At the time, Wozniak was working at Hewlett Packard (HP). However, Jobs had a crazy offer for Woz that would change the tech world.



The offer Jobs had for Woz was building a circuit board as seen in the picture in the right and selling them to major tech companies at that time.



Began Apple's journey with the manufacture of circuit boards named "Apple I" at Jobs' garage. After Apple I, they made Apple II and Lisa. The company, from 2 people, grew to 20 and they already had plans to revolutionize the industry. The computer that would start the revolution was called "Macintosh". It was a hit when it first released thanks to its 1984 (George Orwell) themed commercial. The company was not even 10 years in but Apple Computer was already competing with the giants. Things were going well for Apple; they hired Pepsi's president, John Sculley as CEO, which resulted in the departure of Jobs. Due to an argument with Sculley, he was fired from the company he built.

## NeXT, Please

After getting fired, Jobs founded another computer/software company called NeXT in 1985, which he later sold to Apple for \$429 million. The deal between Apple and NeXT made Jobs the head of Apple again.



With the re-arrival of Jobs, Apple was back on track again to announce another revolutionizing device: the iPod. It became unsurprisingly so popular since it was like nothing ever created. Apple's reputation thanks to iPod grew bigger until the arrival of yet another revolutionizing device that will steal the applauses from iPod. With this device, the world has completely changed. Its name was iPhone, which nearly doubled the revenues of the company after its release. The company also released the iPad, Mac Air, Mac Pro, all of which had great sales. Jobs, unfortunately, passed away in 2011, which made Tim Cook the new CEO of the company. No matter who the current CEO is, it cannot be denied that Jobs was a business genius who shifted all of our lives. The key to the success of Apple could be due to how revolutionary the company approached to its designs.

# Key Marketing Techniques of Apple



Now we know that behind Apple's success was mostly Steve Jobs. However, it's been nearly 10 years without him and the company still continues to revolutionize with its products. It could be because of the key strategies the company uses that make the products stand out from the competitors. Let's have a look at the top three:

## **Simplicity**

Apple's products are in the simplest form that could ever be produced.

## **Selling Dreams**

Apple doesn't sell products, it tells customers what would be possible if you buy the product.

## **Best Product**

Even Jobs says "we have been shameless about stealing great ideas." You just have to make it the best.

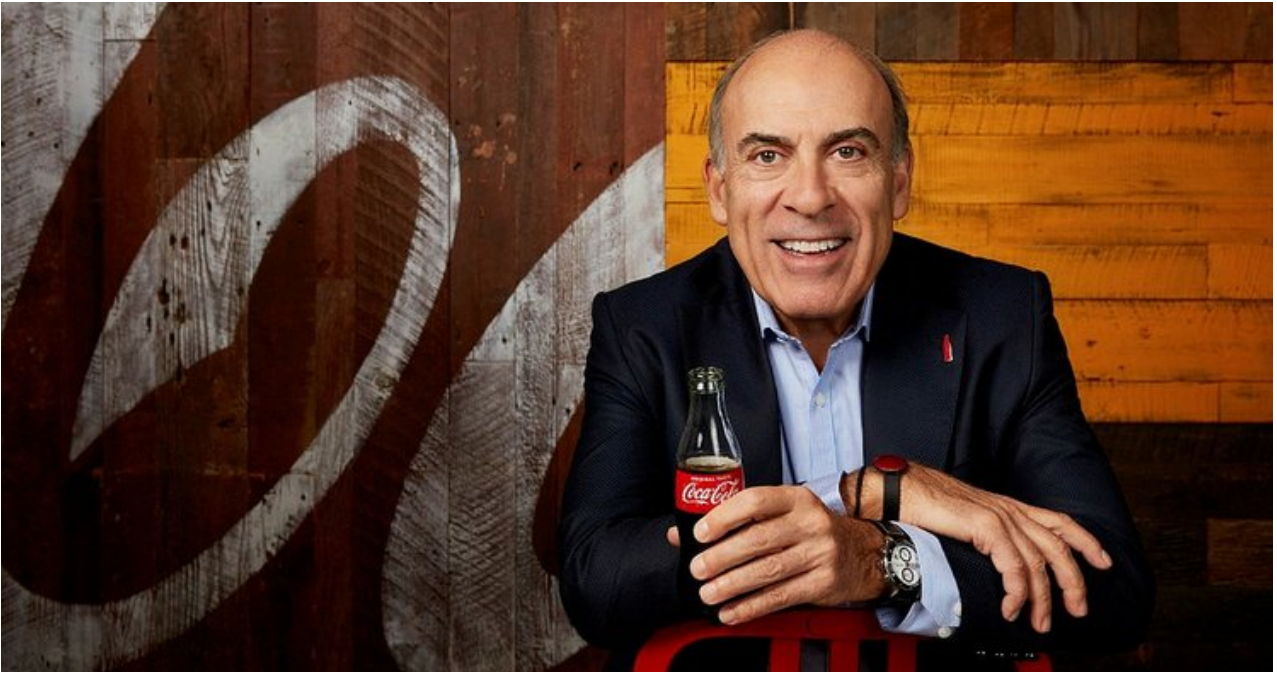


# Muhtar Kent: the ex CEO of Coca Cola Company



He was born in New York in 1952. He graduated from Tarsus American College and Hull University in England. He entered Coca-Cola in 1978. He held diverse positions on this business enterprise till the 1999 proposal. Between 1999 and 2005, he labored in the Efes Pilsen group. In 2005, Coca-Cola has become the pinnacle of the North Asia, Eurasia, and Middle East groups. On July 1, 2008, he became appointed CEO of Coca-Cola, changing Nevill Isdell. In the presidential elections held at Coca-Cola's Atlanta Center on April 23, 2009, he changed Neville Isdell withinside the presidential elections and persisted as CEO and president. He left his place to the COO of the company James Quincey in May 2017 then he finally retired from the chairman position in 2019.

# International Executive Of The Year



In 2018 he was named as the international executive of the year. He took the award on behalf of The Coca-Cola employees, he thanked his colleagues. He said that this growth wouldn't happen if they didn't have strong partnerships.

In the farewell letter, he said that "the day I become the CEO, I started thinking about who is going to be the next CEO". He talked about the increased number of Coca-Cola products. In 2017 the company had 2800 different kinds of products and now they have 4100 different kinds of products. He said that in his span of a career as a CEO they supported 5 million women entrepreneurs with their 5by20 program. This program aims to enable the economic empowerment of women. They are helping women all around the world. They give different kinds of training and network to the women that need it.



# The Rise and Fall of JUUL LABS



How did JUUL become a 5 billion dollar company after an astonishing number of 38 billion?

In 2020, Altria, which holds a 35% stake in the company, said Juul is now worth less than \$5 billion. Juul laid off 3/4 of its employees last year, and they are facing hundreds of lawsuits. Adam Bowen and James Monsees founded the company. They founded Juul to create an alternative to quitting smoking. They aimed at young people because they made the design look cool and supply celebrities and influencers with their latest products. It has a substantial amount of nicotine but without throat harshness. In 2017 they only sold 2.2 million products, but in 2018 they had 68% of the US's e-cigarette market. Being able to find it everywhere helped this process because they were at gas stations, convenience stores, pharmacies. In the summer of 2018, Juul labs valued \$16billion. In December, Altria bought 13 billion worth of shares.

# The biggest reason for Juul Labs' decrease in value



Things were going well for Juul Labs until the FDA opened an investigation. FDA(Food and Drug Administration) in the US filed some investigations against Juul Labs for targeting young people. Teen smoking was the biggest problem FDA was facing. The number of high schoolers who smoked decreased, but a 2018 study showed that high schoolers who were vaping had increased significantly. This was no good for Juul Labs. Juul Labs, to show that they were taking this seriously, voluntarily take off the flavoured e-cigarettes and connected sellers of the product to tell them to avoid selling Juuls to underage kids. Juul also suspended its US marketing. E-cigarettes were getting popular in the US until health organizations reported few deaths caused by e-cigarettes. Later studies showed that these were caused by marijuana-related e-cigarettes that contained vitamin E oil. It was too late for Juul Labs because the deaths damaged their image. In people's minds, they were the same. The company changed CEOs and gave testimony to the US congress.

US governors called for immediate bans on flavoured e-cigarettes, and state attorneys sued Juul Labs for deceptive marketing strategies. Even though they had people at 20s in their advertisements, those people showed the behaviour of underage youth.

China, the worlds biggest tobacco market, halted Juul's sales after its launch. This had a significant effect on the company. They were decreasing in size drastically, and this accelerated the process. Not being able to sell in China forced Juul to focus on other markets such as Europe.

# Juul Today

Right now, Juul Labs is a sinking ship. Their destiny is going to be determined by the results of the investigations made by the

FDA. The company has lost more than 3000 employees. They stopped all of the flavoured e-cigarette sales to the US and aimed to Europe to get into new markets. Altria had one of the biggest impacts. They lost more than \$11 billion, their shares currently valued at \$1.8 billion. This forces them to stay with the company. The company is still waiting the results of the investigation





# Zuckerberg: Billionaire at 23



## Childhood of a Creative Mind

Mark Zuckerberg's worth reached a billion when he was 23 years olds. His early success gathered a lot of attention. His controversial actions in building Facebook caused him a couple of lawsuits which made his fame skyrocketed. It was clear that Mark was an exceptional mind even back he was a teen. While attending high school at the renowned Phillips Exeter Academy in New Hampshire, he built an early music streaming platform, which both AOL and Microsoft showed interest in. Still a teen, he rejected offers for an acquisition or a job. Mark's teenage years were not just about computing. Mark was captain of his school's fencing team which "helped him to learn to be a leader" in his words.

# Roots of Facebook: Facemash

Mark's first facebook-like social media platform was Facemash, a hot-or-not-style app that used the pictures of his classmates that he hacked from the school administration's dormitory ID files.

Immediately Harvard ordered it to shut it down due to legal issues.

After his rocky start at Harvard, he decided to dropped out to focus on his new social media platform: Facebook. The founding story of Facebook is still controversial. Winklevoss brothers argue that the idea of Facebook belongs to them and they hired Mark for help. On the other hand, Mark does not accept any claims. Even though the court never decided on a decision about who came up with the idea of Facebook, Mark agreed to settle with the Winklevoss brothers for 65 million dollars.

## FACEMASH

Were we let in for our looks? No. Will we be judged on them? Yes.

Who's Hotter? Click to Choose.



OR



Amy

Maria

# Recent success of Zuckerberg

After many more years with tremendous success, Mark was the "Person of the Year" by Time magazine. His unique story has been portrayed on the screen in 2010 with the movie "Social network". Social network got great reviews and became one of the best movies of 2010. His success didn't end, Zuckerberg took Facebook public on May 18, 2012. The IPO raised \$16 billion, making it the biggest tech IPO in history at the time. Zuckerberg became the 29th richest person on earth overnight.



## Legal disputes over Facebook

Despite his one-of-a-kind success in recent years, Facebook and Mark Zuckerberg have faced the biggest legal battle in years as US officials launch lawsuits. Letitia James, the New York attorney general who is spearheading one of two lawsuits against Facebook, this week accused the social network of abusing its "dominance and monopoly power to crush smaller rivals, snuff out competition, all at the expense of everyday users."



The court blamed Zuckerberg to neutralize his potential rivals and decreasing the quality of user experience due to lack of rivalry in the field. Facebook's biggest purchases Instagram and Whatsapp are shown as an example. Zuckerberg has stated that "We disagree with the government's allegations and we plan to fight this in court," he said. "We compete with many other services in everything we do, and we compete fairly."



After accusations Facebook stock has decreased nearly six percent. The however biggest impact of the accusation was not the plunging stock, customer trust decreased significantly. The image of Facebook worsened everywhere in the world. Many experts argue that the legal disputes Facebook is having will have temporary financial consequences, where the image of Facebook can be changed permanently.

# Damian Lillard, the star guard in NBA, got a quarter billion contract for six years

First of all, in NBA each team has a certain salary cap which means that teams can give a certain maximum of money to each player. Therefore, star players such as Damian Lillard would have got much more money if the salary cap didn't exist.



Currently, Lillard got one of the biggest contracts in world sports history with 257 million for six years. Salary wise Damian Lillard is not an exception in the NBA. Many players such as LeBron, Giannis, Steph, and many more got a similar contract to Lillard's. How this huge amount of salary can be possible? In National Basketball Association all profits are divided equally, fifty-fifty, to NBPA, players association, and team owners. The power players have in the league is a lot more than in other major American sports leagues. In NFL the share players get from the profit is less, and it is the same in the international football leagues. The profit of cake is giant and of the reasons of its size is NBA has become the best basketball league with a huge difference. Also since the Jordan era in the nineties, the image of the NBA became legendary and widely known around the globe. TV profits are the main resource of money and these TV rights do not only include the United States. NBA sells its TV rights to more than 50 countries.