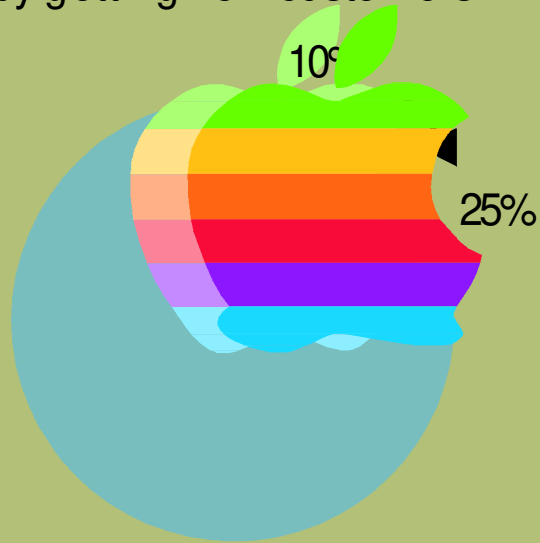


Apple's abrupt change in marketing plans

Before

Increase Mac OS market share from 10% to 25% by getting new customers.



After

Increase revenue by selling more products and services to its 16 million current customers worldwide.

