

# Apple - Style speaks a lot

“Steve Jobs of Apple quits”, has been one of the most widely discussed topic on the weekend apart from Jackson Hole meeting. No doubt Steve job is regarded as one of the most brilliant manager that the world has seen. There is something intriguing about Jobs that we all like, most of us would have never interacted with him, and still we would love him for the products that he has given to us. Similarly Bill Gates is another person that we credit with today’s IT world that we all live in.

This led me to thinking of management style that Jobs and Gates would have, for this I started scouting internet to know how many acquisition both has done during their tenure. Jobs left Apple in 1985 and rejoined in 1996/7 with acquisition of NeXT. While in case of Gates he has been at helm of Microsoft since its founding till Jun-2008 when he handed over day to day operations to Steve Ballmer, Ray Ozzie and Craig Mundie.

If one see number of M&A transaction that Apple did during the tenure of Jobs it stood at 30 (source- Wikipedia), while in case of Microsoft it stood at 135 (source- Wikipedia). This tells us a lot about the way Jobs and Gates managed their company, if one observes closely it tells that Jobs strongly believed in innovating internal, while in case of Gates it was combination of internal and outside (acquisitions). As per last close Apple had a market cap of US\$356bn, while Microsoft stood at US\$212bn. Clearly, Style speaks a lot.

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