



# The Magic and Moxie of Apple: An Insider's View

*Kelli Richards*

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## **The Magic and Moxie of Apple: An Insider's View** Kelli Richards

*The Magic and Moxie of Apple* delves into the best practices of Apple Inc. from the inside out and takes a close look at what makes Apple one of the leaders in the tech industry - and a global change agent. Author Kelli Richards not only worked at Apple Inc. for more than ten years, she also launched Apple's earliest focus on music and drove all music initiatives during her tenure. She saw Apple hit rock bottom before Steve Jobs returned to the company and then watched from outside, as CEO of The All Access Group, as Apple Inc. began its climb to stardom and became the global leader it is today.

This close study of Apple Inc. and the best practices it employs creates a blueprint for all companies and entrepreneurs to follow. Through interviews with other alums and her own experiences at Apple for over a decade, tech industry thought leader, Kelli Richards creates a compelling view of what makes Apple Inc. the company it is today. She looks at its failures, its successes, and the people who will continue its course toward greatness.

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