

- **Activity 1.**

ASSIGNMENT INFO

Watch the following videos and then respond to the questions below:

a) Exclusive Interview with Apple CEO Tim Cook
[\[https://www.youtube.com/watch?v=hwQ3d9tcbBk\]](https://www.youtube.com/watch?v=hwQ3d9tcbBk)

b) Tim Cook Unveils NEW iPhone 6
[\[https://www.youtube.com/watch?v=XkGFU0FSkho\]](https://www.youtube.com/watch?v=XkGFU0FSkho)

c) Steve Jobs Introduces the New iPad
[\[http://www.youtube.com/watch?v=1PpeSbDoeAE\]](http://www.youtube.com/watch?v=1PpeSbDoeAE)

d) Steve Jobs Introduces the first iPod
[\[http://www.youtube.com/watch?v=kN0SVBCJqLs\]](http://www.youtube.com/watch?v=kN0SVBCJqLs)

e) Steve Jobs (Biographer) 60 Minutes
[\[http://www.youtube.com/watch?v=1jqSK8Qv4ZY\]](http://www.youtube.com/watch?v=1jqSK8Qv4ZY)

f) Apple Ad 1984 - Release of the Macintosh
[\[http://www.youtube.com/watch?v=R706isyDrqI\]](http://www.youtube.com/watch?v=R706isyDrqI)

Answer the questions briefly.

QUESTION #1

What role did the late Steve Jobs play in leading and managing innovation at Apple?

QUESTION #2

How do you account for the success of Apple products, particularly the iPod, iPhones, and iPads? The early Macintosh?

QUESTION #3

Do you believe Tim Cook, the new CEO of Apple can carry on the legacy of Jobs? Explain using key concepts from the chapter.

QUESTION #4

What unique personality traits did Steve Jobs display? How did that influence his approach to innovation?

Activity 2.

ASSIGNMENT INFO

Watch the following videos:

a) First, watch "JazzatWork" [<https://www.youtube.com/watch?v=6rbrsrN-5L8/>]

b) Then, watch "Innovating Jazz"

[<http://www.youtube.com/watch?v=Q5pt14oNceY/>]

Answer the questions briefly.

QUESTION #1

Why does this approach to team-building work?

QUESTION #2

How might the "jazz metaphor" be useful for teams?

QUESTION #3

How might this approach be applied to other situations?