

History. 1990-2000-s

By the end of the 1990s, Apple does have deteriorated sharply, by 1997, losses in the two years totaled \$ 1.86 billion, the situation changed with the return of Steve Jobs in 1997.

Apple has discovered new markets. In 2001 the company introduced a music player iPod and in 2007 entered the market of mobile telephony touch the iPhone. In 2010 the market was released tablet iPad.

Production of these new products improved the financial position of Apple, bringing the company's record profits. In the beginning of August 2011 Apple has become the most expensive company in the world by market capitalization (\$ 338.8 billion on August 10).

