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technology company. However, I would argue that Apple is really known more for designing innovative user experiences than it is for developing innovative new technologies.

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?As the cliché goes, when life gives you lemons, turn them into lemonade. When you've learned to calm your mind, you stop running from the things that scare you, and you can face them. You then realize that that's what you're supposed

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to be doing. That is the essence of life.
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4. Your brand is a valuable source of information. Apple's now departed head of retail, and former Burberry CEO,

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Angela Ahrendts, took this “experiential” approach to new levels during her tenure. Since 2015, Apple has worked to open redesigned stores and update current ones with “next gen” features.

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