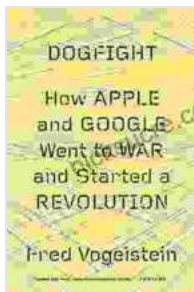


# How Apple and Google Went to War and Started a Revolution

In the early days of the smartphone era, Apple and Google were allies. Apple's iPhone had just hit the market, and Google's Android operating system was still in its infancy. But as Android began to gain market share, the two companies became fierce rivals.

This rivalry has had a profound impact on the tech industry and the world at large. It has led to a wave of innovation, as both companies have pushed each other to develop new features and products. It has also made smartphones more affordable and accessible, as Android has helped to drive down prices.



## Dogfight: How Apple and Google Went to War and Started a Revolution by Fred Vogelstein

★★★★☆ 4.2 out of 5

Language	: English
File size	: 1075 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 273 pages



## The early days

The iPhone was first released in 2007, and it quickly became a huge success. Apple's smartphone was sleek, easy to use, and packed with features that were ahead of its time. Android, on the other hand, was not as polished or user-friendly. But it was open source, which meant that it could be customized by manufacturers and carriers.

As a result, Android quickly gained market share in the developing world, where consumers were looking for affordable smartphones. By 2010, Android had become the most popular mobile operating system in the world.

### **The rivalry intensifies**

As Android's popularity grew, Apple began to see it as a threat. In 2011, Apple filed a lawsuit against Samsung, accusing the South Korean company of copying the iPhone's design. The lawsuit was eventually settled, but it signaled the beginning of a new era of rivalry between Apple and Google.

In the years that followed, Apple and Google continued to compete fiercely. They released new products, launched new features, and filed lawsuits against each other. The rivalry between the two companies became so intense that it was dubbed the "smartphone wars."

### **The impact of the rivalry**

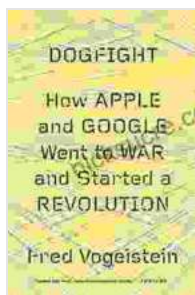
The rivalry between Apple and Google has had a profound impact on the tech industry and the world at large. It has led to a wave of innovation, as both companies have pushed each other to develop new features and products. It has also made smartphones more affordable and accessible, as Android has helped to drive down prices.

In addition, the rivalry between Apple and Google has helped to shape the way we use technology. The iPhone and Android have become two of the most popular and influential products in the world. They have changed the way we communicate, consume media, and do business. The rivalry between Apple and Google has also helped to create a more competitive and dynamic tech industry.

## The future of the rivalry

The rivalry between Apple and Google is likely to continue for many years to come. Both companies are investing heavily in new technologies, such as artificial intelligence and augmented reality. It is unclear who will come out on top, but the rivalry is sure to continue to drive innovation and shape the future of technology.

The rivalry between Apple and Google is one of the most important stories in the tech industry. It has had a profound impact on the way we use technology, and it is likely to continue to shape the future of the tech industry for many years to come.



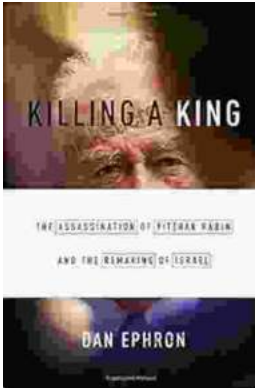
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