

Annotated Bibliography

Name:

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ANNOTATED BIBLIOGRAPHY

Apple Store for Business. (n.d.). *In Apple Gifts that Keep On Giving*.

Retrieved from http://store.apple.com/us_smb_78313/browse/home/campaigns/corporate_gifting

The apple store website shows how gifts motivate customers and workers. The gifts are rewards to those people who show exceptional performance in terms of purchases in the apple store. Workers get rewards for their efforts in ensuring business success. There is illustration of importance to recognize good performance of both loyal workers and customers.

All about Steve Jobs.com. (2014). *All about Steve Jobs.com*. Retrieved

from: http://allaboutstevejobs.com/bio/longbio/longbio_08.php

The article is about Steve Jobs and his career in the computer industry. The article in the website shows people Steve Jobs and how he developed Apple which is among the leading companies in the world. His career development and general success as a pioneer and business owner is illustrated in the website.

Chron.com (2011). *How to Communicate Organizational Change*. Retrieved

from <http://www.work.chron.com/communicate-organizational-change-3264.html>

The chrom website offers the solutions needed by managers to solve problems related to communicating change in an organization. Change can make clients' number increase or decrease. The employees' performance can also be adversely affected which reduces the organizational output. Thee management therefore, needs to be effective and clear on how to make the people involved understand clearly the type of changes being applied in the organizational structure and the objectives to be achieved.



Designsojournal.Com, B. (2014). *How Steve Jobs turned Apple around in 1997*.
Retrieved from <http://www.designsojournal.com/how-steve-jobs-turned-apple-around-in-1997/>

The article is about Steve Jobs who was the founder of Apple, one of the leading electronic and computer companies in the world. The article is about the biography of Steve Jobs and his effective management skills since he is one of the successful business people in the world. The article is about management skills that involve resiliency, persistency and consistency in management.

Designsojournal.Com, B. (2014). *How Steve Jobs turned Apple around in 1997*.
Retrieved from <http://www.designsojournal.com/how-steve-jobs-turned-apple-around-in-1997/>

In the year 1997, the leading computer company was among the average performing companies. Apple had a poorly rated brand name in the technology sector. Steve Jobs made it to be one of the top performing computer tech companies in the world. The management skills in response to the business environment are very important.

Ecognise.com (2010). *How to handle change-deal with people resistance*.
Retrieved from <http://www.ecognise.com>.

This article offers the managers and organizational employees on how to handle changes in the organization. Changes in an organization can cause confusing emotions and workers' ability to perform effectively. It is important for managers to analyze the change and the effect it can have on the organization before communicating it to stakeholders responsible for the business. Therefore effective communication is very crucial in implementing any changes that an organization needs for quality performance and profitability.

Facebook. (n.d.). In <https://www.facebook.com>. Retrieved from <https://www.facebook.com/facebook?rf=106491156053682>



The Facebook website shows how Facebook functions. Through its website, Facebook connects people around the world. The Facebook website gives the information about the social media and instruction on how to create an account and log in procedures.

Jurevicius, O. (2013). *SWOT analysis of Facebook*. In *Strategic Management Insight*. Retrieved from <http://www.strategicmanagementinsight.com/swot-analyses/facebook-swot-analysis.html>

In the diagnosis of change, Jurevicius illustrates how an organization can be effective by using the SWOT analysis. Jurevicius uses facebook as a case study on how a company can investigate a changing strategy to be successful and competitive. In the SWOT analysis, there is analysis of a company's strengths, weaknesses, opportunities and threats. In the SWOT analysis, Facebook used analysis model to achieve its growth and competitiveness.

Jurevicius, O. (2013). *SWOT analysis of Apple*. In *Strategic Management Insight*. Retrieved <http://www.strategicmanagementinsight.com/swot-analyses/apple-swot-analysis.html>.

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Lundberg C.C . & Young C.A (2001). A note on emotions and consultancy. *Journal of Organizational Change Management*, 14 (6): 530-538.

The journal by Lundberg and Young illustrates how management can be effective in an organization through communication of change. The journal shows how any change in an organization can cause major implications on the organization's routine. The communication process depends on the type of change an organization has gone through. The



authors have also stressed the issue of communicating effectively on any change that can directly or indirectly affect the organization's performance.

Ourmarketingmastery.com. (2011). Why Did Facebook Become So Popular? |*Marketing Mastery*. Retrieved from <http://www.ourmarketingmastery.com/2011/04/why-did-facebook-become-so-popular.html> [Accessed: 18 Jan 2014].

The article states how facebook gained popularity in the world through marketing strategies. Facebook is considered one of the leading social networks in the world. The article in the website considers the marketing model that enabled the company achieve popularity which leads to success.

Pullen, J. (2014). *What Makes Facebook Worth So Much*. Retrieved from <http://www.entrepreneur.com/article/223571>.

Pullen in his article illustrates why facebook is one of the richest websites in the world. Facebook is one of the major social networks that are popular among the people. Due to its popularity it is used as an advertising website for companies and individuals. Through the advertising platform, Facebook is one of the top earning organizations globally.

