

How Apple Revived under Steve Jobs

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Abstract: This paper presents an overview on how apple revived under Steve Job.

Keywords: Apple, Steve Jobs

1. Apple Inc. history

Apple inc. is an American multinational giant company headquartered in California, it designs, develops, and sells consumer electronics, computer software, and online services. It is among the Big Four of technology along with Amazon, Google, and Facebook.

The company evolved itself throughout the years into an organization which is very much a representation of its leader, Steven Jobs. Apple developed several successful product introduced over the years. It has also completely fallen on their face on several occasions. Company struggled while Jobs was not a part of the organization. Apple reached a point where everyone thought it would not survive.

The company's has a range of hardware products that include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smart watch, the Apple TV digital media player, and the Home Pod smart speaker. it's software includes the mac OS and iOS operating systems, the iTunes media player, the Safari web browser, and the iLife and iWork creativity and productivity suites and professional applications like Final Cut Pro, Logic Pro, and Xcode. It has a range of online services like the iTunes Store, the iOS App Store and Mac App Store, Apple Music, and iCloud.

Apple was started by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to expand and sell Wozniak's Apple I personal computer. It was integrated as Apple Computer, Inc., in January 1977, and sales of its computers, doubled quickly. In few years, Jobs and Wozniak had a staff of computer designers and had a production line. Apple became public in 1980 for financial success. Over the next few years, Apple transported new computers presenting advanced graphical user interfaces, such as the original Macintosh in 1984, and Apple' advertisements saw widespread critical approval. The high price of its products and limited software titles began giving problems, similarly power struggles between executives at the company. In 1985, Wozniak stepped down from Apple, while Jobs resigned and started a new company NeXT with former Apple employees. With the increase in market for personal computers, Apple's computers gave way to lower-priced

products, majorly ones that ran with the Microsoft Windows operating system, and the company was financially disturbed. After a while, CEO Gil Amelio in 1997 bought NeXT to get Jobs back. Jobs regained leadership within the company and became the new CEO. He started to rebuild Apple's status, he opened Apple's own retail stores in 2001, by acquiring many companies to create a portfolio of software titles, and also altered some of the hardware used in its computers. The company became profitability. In January 2007, Jobs give new name to the company Apple Inc., reflecting its focus on consumer electronics, and revealed the iPhone, this was seen as a critical acclaim and significant financial success. In August 2011, Jobs resigned as CEO due to health conditions, and Tim Cook became the new CEO. After two months later, Jobs died.

Apple is famous for its size and revenues. Its annual revenue totalled \$265 billion for the 2018 fiscal year. Apple is the world's largest IT company in revenue and its third-largest mobile phone manufacturer after Samsung and Huawei. In August 2018, Apple became the first public U.S. Company. The company with 123,000 full-time employees and maintains 504 retail stores in 24 countries as of 2018. As of January 2018, more than 1.3 billion Apple products are actively in use worldwide. The company also has a high level of brand loyalty and is ranked as the world's most appreciated brand. However, Apple receives significant criticism regarding the labour practices of its contractors, its environmental practices and unethical business practices, including anti-competitive behavior, as well as the origins of source materials.

Apple Computer, Inc. was incorporated on January 3, 1977 without Wayne, who left and sold his share of the company back to Jobs and Wozniak for \$800 only a couple weeks after co-founding Apple. Multimillionaire Mike Markkula gave essential business expertise and subsidy of \$250,000 as Apple initiated. In the first five years of operations revenues grew exponentially, it doubled in every four months. From September 1977 and September 1980, yearly sales grew from \$775,000 to \$118 million, with annual growth rate of 533%. The Apple II, was also invented by Wozniak, was launched on April 16, 1977. It was different from its major rivals, the TRS-80 and Commodore PET, as it had character cell-based color graphics and open architecture. Apple II models still used ordinary cassette tapes as storage devices, they were out-dated by the launch of a 5 1/4-inch floppy disk drive and interface called the Disk II. The Apple II is known to be the desktop platform for the first ever "killer app" of the business world:

VisiCalc, a spreadsheet program. VisiCalc generated a business market for the Apple II and gave home users a reason to buy an Apple II: i.e. compatibility with the office. In the late 1970s, Apple had a team of computer designers and a production line. The company launched the Apple III in May 1980 with the aim of competing with IBM and Microsoft in the business and corporate computing market. Jobs and many Apple employees and Jef Raskin, visited Xerox PARC in December 1979 to know more about Xerox Alto.

2. Vision statement of Apple

“Man is the creator of change in this world. As such he should be above systems and structures, and not subordinate to them.”

Apple has over all taken a far altered path than many traditional Windows and Intel combination. Microsoft offers the Windows operating system to distinct downstream hardware producers such as Dell. Apple vertically combined both the operating system software and hardware totally under Apple. A consumer using Microsoft Windows can choose from a countless of systems based on the Intel processor, while a consumer using Apple’s OS X must purchase Apple hardware. Apple started regulating this strategy by drifting their microprocessors from IBM and Motorola PowerPC to Intel.

Along with switching processors, Apple placed their computers as a direct option for the traditional Microsoft Windows user. With Apple Boot Camp, users can also use Mac OS X or Windows on an Apple computer. By permitting users to run Windows on an Intel Mac, Apple cut the transferring costs for traditional PC users. Apple steal away customers that are willing to pay a premium for a system that runs both Windows and Mac OS X.

Apple continues to hold a strategic option to license its technology to clone makers such as Dell. Past efforts at licensing Apple technology was unsuccessful on agreement of Apple’s rigid demands. Many technology leaders condemned Apple for keeping a closed architecture. Apple cofounder Steve Wozniak analysed this strategy, “We had the most beautiful operating system, but to get it you had to buy our hardware at twice the price. That was a mistake.

Strategic Alliances and Entertainment Jobs had the early strategic vision to work out with movie entertainment. After founding NeXT, he personally advanced a majority interest in the young movie company Pixar in February 1986. Jobs capitalised ¼ of his personal wealth into Pixar. In 1995, Pixar hard-bitten its position within animated movies with the debut of Toy Story. Grossing \$358 million worldwide, it made the 3rd-largest grossing animated movie in history. After this success, Jobs took Pixar public and sold far better terms with Disney. Later achievements included Toy Story 2, Monsters Inc., and Finding Nemo. The agreement between Pixar and Disney has wonderful potential for economies of scope. As CEO of Apple and Disney’s largest shareholder, Jobs is the link between Disney, Apple, and Pixar. Opportunities include

uniting the animated movie expertise of Disney and Pixar, as well as sharing the content of Disney’s ABC or ESPN networks over Apple’s digital offerings. A current example of the combination between Disney, Jobs, Apple, and technology is video on the iPod. Disney’s Desperate Housewives was the first ever television programs that was available for purchase and download to the newer video-enabled iPod. There are concerns about whether these synergies would come to end. There are fears that the personality and style of Jobs may conflict with Disney, and that Disney CEO Iger could be driven out of office by Jobs.

3. Swot analysis of Apple

A. Strength

- iTunes Music Store is considered as an excellent source of revenue, particularly with iPod and the availability on Windows platform.
- Apple Computer are known for Developing own software and hardware.
- Bringing a face-lift to desktop and notebook lines.
- Low debt—more controllable.
- Apple Computers show good brand loyalty.
- Apple has a Strong Research & Development Department.

B. Weaknesses

- Feeble relationship with Intel and Microsoft.
- Presence in business arena is weak.
- The product life cycle of Apple products are very small because of this reason revenues are more depend on launch of new products and services.
- Presence in markets other than education and publishing is bleak.
- High demand products has slow sales.
- Apples market share is too less from major competitor Microsoft.
- In past the relationship between Steve jobs and employee were not good which result in reputation loss.

C. Opportunities

- Increase in worms and viruses on PCs has led to the development of solution by Apple
- Large population which are very idiosyncratic and brand conscious.
- If Apple can develop good relationship with joint ventures then apple can do really well.
- Downloadable music and MP3 players are extremely marketable.
- The online sales of computer are growing with express speed.
- The laptop market growth is high; Apple Computers can emphasis to develop new models to provide the

need of customers.

D. Threats

- Companies do not find Apple as compatible with their software.
- Apple has a strong competition from Dell, HP, Sony and Toshiba in laptop segment.
- Free music download from other online source without paying cost is common it adversely affect the iTunes sales.
- Apple software, Cell phone and hardware are much expensive as compared to other competitors such as Dell.
- The long lasting recession may impact the sales of the company due to higher prices of the products and services
- Microsoft launched Microsoft Vista, Windows 7 which is gaining market share.
- Customers switch in technology very fast

4. Career path of Steve job

Steve Jobs' vision of a "PC for the remainder of us" started the PC upheaval and made Apple a symbol of American business. Yet, incidentally, Jobs' vision got blurred - by his inner self - and he was expelled from the organization he helped found. The received child of a Mountain View, Calif., mechanical engineer, Steve Jobs demonstrated an early enthusiasm for hardware and gadgetry. While in secondary school, he intensely called Hewlett-Packard President William Hewlett to request parts for a school venture. Inspired by Jobs, Hewlett gave him the parts, yet in addition, offered him a mid-year entry-level position at Hewlett-Packard. It was there that Jobs met and become a close acquaintance with Steve Wozniak, a youthful specialist five years his senior with a propensity for tinkering. In the wake of moving on from secondary school, Jobs took on Reed College in Portland, Ore. dropped out after one semester. He had turned out to be interested in Eastern mysticism and took low maintenance work planning computer games for Atari so as to back an outing to India to ponder Eastern culture and religion.

5. How apple revived

Apple was on the verge of bankruptcy. But then worried that it would be viewed as a monopoly without competition from Apple - Microsoft came to Apple's rescue with a \$150 million investment. Had that not happened the world may never have seen iPods, iPads, iPhones or iMacs. But that was just the start of Apple's return to glory, the greatest corporate comeback story of all time, led by Steve Jobs. At the point when Jobs came back to the U.S., he restored his fellowship with Wozniak, who had been endeavouring to fabricate a little PC. To Wozniak, it was only an interest, however the visionary Jobs got a handle on the showcasing capability of such a gadget and persuaded Wozniak to start a new business with him. In 1975, the 20-year-

old Jobs and Wozniak set up shop in Jobs' folks' carport, named the endeavor Apple, and started taking a shot at the model of the Apple I. To collect the \$1,350, Steve Jobs sold his Volkswagen microbus, and Steve Wozniak sold his Hewlett-Packard mini-computer.

Despite the fact that the Apple I was sold to specialists, it created enough money to empower Jobs and Wozniak to improve their plan. In 1977, they presented the Apple II the main PC with shading designs and a console. Intended for beginners the easy to use Apple II was a huge achievement, at the time of the PC. First-year deals topped \$3 million. After two years, deals expanded to \$200 million.

In any case, by 1980, Apple's sparkle was beginning to wear off. Expanded challenge joined with not exactly outstanding offers of the Apple III and its development, the LISA, made the organization lose about a large portion of its market to IBM. Looked with declining deals, Jobs presented the Apple Macintosh in 1984. The main PC to include a graphical-UI constrained by a mouse, the Macintosh was a genuine leap forward as far as usability. Be that as it may, the promotion behind it was imperfect. Customers had imagined the Mac as a home PC, however at \$2,495, it was unreasonably costly for the buyer advertise. At the point when buyer deals neglected to achieve targets, Jobs had to go pitching the Mac as a business PC. In any case, with little memory, no hard drive and no systems administration capacities, the Mac had practically none of the highlights corporate America needed. For Jobs, this unforeseen development led to genuine inconvenience. He conflicted with Apple's top managerial staff and, in 1983, was removed from the board by CEO John Sculley, whom Jobs had handpicked to enable him to run Apple. Deprived of all power and control, Jobs in the long run sold his offers of Apple stock and surrendered in 1985. Soon thereafter, utilizing a part of the cash from the stock deal, Jobs driven NeXT Computer Co., with the objective of structure a leap forward PC that would upset research and advanced education. Presented in 1988, the NeXT PC bragged a host developments, including outstandingly quick preparing rates, excellent illustrations and an optical plate drive. In any case, valued at \$9,950, the NeXT was too costly to even think about attracting enough deals to stay with the above water. Undaunted, Jobs exchanged the organization's concentration from equipment to programming. He additionally started giving more consideration to his different business, Pixar Animation Studios, which he had acquired from George Lucas in 1986.

In the wake of cutting a three-picture manage Disney, Jobs set out to make the first historically speaking PC component film. Four years really taking shape, "Toy Story" was an ensured success when it was launched in November 1995. Eager by this achievement, Jobs took Pixar open in 1996, and before the finish of the principal day of exchanging, his 80 percent offer of the organization was worth \$1 billion. After about 10 years of battling, Jobs had at last got royalty. Yet, the best was yet to come

Inside days of Pixar's landing on the financial exchange,

Apple purchased NeXT for \$400 million and re-designated Jobs to Apple's governing body as a guide to Apple executive and CEO Gilbert F. Amelio. It was a demonstration of anxiety on Apple's part. Since they had neglected to build up a cutting edge Macintosh working framework, the lot of the PC showcase had dropped to simply 5.3 percent, and they trusted that Jobs could help turn the organization around.

Towards the late March 1997, Apple declared a quarterly loss of \$708 million. A quarter of a year later, Amelio surrendered and Jobs took over as break CEO. Responsible for Apple, Jobs hit an arrangement with Microsoft to help guarantee Apple's survival. Under the game plan, Microsoft contributed \$150 million for a nonvoting minority stake in Apple, and the organizations consented to "collaborate on a few deals and innovation fronts." Next, Jobs introduced the G3 PowerPC chip in all Apple PCs, making them quicker than contending Pentium PCs. He additionally initiated the advancement of the iMac, another line of reasonable home work areas, which appeared in August 1998 to rave audits. Under Jobs' direction, Apple immediately came back to benefit, and before the finish of 1998, bragged deals \$5.9 billion.

Despite seemingly insurmountable opposition, Steve Jobs pulled the organization he established and adored again from the edge. Apple by and by was solid and producing the sort of leap forward items that made the Apple name synonymous with development.

In any case, Apple's advancements were simply beginning. Throughout the following decade, the organization revealed a evolution of progressive items, including the iPod compact advanced sound player in 2001, an online commercial centre called the Apple iTunes Store in 2003, the iPhone handset in 2007 and the iPad tablet PC in 2010. The structure and usefulness of these gadgets resounded with clients around the world.

In spite of his expert victories, Jobs battled with medical problems. In mid-2004, he reported in an email to Apple representatives that he had experienced an activity to expel a carcinogenic tumour from his pancreas. In January 2011, after a liver transplant, Jobs said he was taking a medicinal time away from Apple yet said he'd proceed as CEO and "be associated with major vital choices for the organization."

After eight months, on August 24, Apple's top managerial staff declared that Jobs had surrendered as CEO and that he would be supplanted by COO Tim Cook. Occupations said he would stay with the organization as director.

In October 2011, Jobs passed away at 56 years old because of complexities identified with pancreatic malignant growth. Employments once portrayed himself as a "sad sentimental" who simply needed to have any kind of effect. Appropriately like the model sentimental saint who goes after significance however flops, just to discover astuteness and development in a state of exclusion, a more seasoned, shrewder Steve Jobs returned triumphant to spare his kingdom.

A. *Characteristics that lead to success of Apple*

- Think basic - The iPad is so basic 2-year-olds can utilize it.
- Be unique - Like the iMac.
- Be a daring individual and settle on intense choices - Jobs banded together with Microsoft and nixed the Newton.
- Make extraordinary items, and bundle them far better - Show clients what they need, similar to the iPhone did.
- Create an encounter - Apple did this with their stores. What's more, publicity, as Macworld accomplishes for the media.
- Be sure - don't hold centre gatherings and ask individuals what they think.
- Be energetic - Steve Jobs said in his Stanford beginning discourse: "Have the boldness to pursue your heart and your instinct. They by one way or another definitely realize what you genuinely need to turn into."

6. Timeline of apple recovery

A. *1997 - Partnering with the enemy, Microsoft*

At the point when Apple bought Steve Jobs came back to the organization in July of 1997, it denoted the start of Apple's revival. Following 12 years of monetary misfortune, Gil Amelio was removed from the CEO position. Employment relation was rebuilding, and also relationship with Microsoft was also shaped. One of his first choices was to nix the Newton, a venture that drained \$100 million out of the organization, despite the fact that it was an item relatively revolutionary.

The Apple-Microsoft bargain was open at the '97 Macworld Expo. Jobs declared a five-year contract that would discharge a refreshed Mac adaptation of Microsoft Office and Microsoft's \$150 million interest in Apple. Apple disclosed to the gathering of people: "On the off chance that we need to push ahead and see Apple solid and flourishing once more, we need to surrender a couple of things here. We need to surrender this thought for Apple to win, Microsoft needs to lose". The period of setting this up as a challenge among Apple and Microsoft is over to the extent I'm concerned. This is tied in with getting Apple sound, this is about Apple having the capacity to make incredibly commitments to the business and succeed once more.

B. *1998 - Introducing the iMac*

Apple was all the while battling, and they required a decent item to turn things around. The iMac, presented in 1998, was the plan. The special structure, which looked like the Macintosh 128K, was made by Jonathan Ive, a fashioner of now notable Apple innovation, the iPod and the iPhone. Ive re-examined the 'exhausting beige box' and out of the blue, you could really observe a PC's guts. iMac sold almost 800,000 units inside its initial five months.

Apple came back to the market that year with procurement of Macromedia's Final Cut item. The organization turned a benefit of \$309 million in 1998.

C. 1999 - Apple stock scopes \$99 per share, benefits increment 94%

Apple proceeded with its revival, seeing benefits and subsequently more advantageous stock costs. In 1999, their deals became 3.2%, and benefits multiplied to \$601MM, a 94% expansion from the year earlier.

D. 2000 - Jobs winds up lasting CEO of Apple, however, Apple has its most unfruitful quarter in three years.

Apple reported another way for handling the Internet at the 2000 Macworld Expo. They revealed iTools, Mac-just web applications. They additionally declared EarthLink as their prescribed ISP. Having effectively become Apple in the trench again, Jobs had the capacity to drop "between time" from his CEO title and earned himself a stable situation.

Apple likewise declared that the past quarter, 1,350,000 Macs were sold - that is one item sold at regular intervals.

Soon thereafter, Apple honoured new machines including The G4 Cube, an unsafe move that was an extreme disappointment. Things being what they are to be a heavy disappointment." This release marked the start of an extreme months for the bouncing back organization. Their second from last quarter was its first unrewarding one since Jobs' arrival. While the tech business was seeing a general downturn, some poor choices by Apple contributed to their unprofitable quarter. The principal issue was the G4 Cube was a failure. Another factor was their choice to have DVD-ROM drives in their PCs rather than CD-RWs, which kept clients from having the capacity to copy CDs.

E. 2001 - The iPod, iTunes and the Apple Store are conceived

On May 15, 2001, Jobs revealed the principal Apple Store. They were such a hit, that he later commented, "We had 26 million guests amid the occasion quarter in retail locations. I mean consider it, this is a larger number of individuals that live in any state in our association other than California."

A couple of months after the fact, Jobs reported their next enormous hit, the iPod. The versatile music player went from idea to advertise in around 8 months. The iPod without a doubt changed the music business, yet iTunes, which was likewise presented for the current year, was Apple's actual virtuoso.

iTunes broke music industry benchmarks and helped the significant marks including Universal and Warner, battle theft "They're going to need to purchase downloads. Individuals need to claim their music. You would prefer not to lease your music - and after that, at some point, on the off chance that you quit paying, all your music goes away...It's less expensive to purchase and that is what they're going to need to do.

F. 2002 - The swivel-neck iMac lands Positions on the front of Time

At the January Mac World Expo, Apple honoured an updated

iMac with a swivel neck, which would be stopped two years after the launch. That year, they introduced the Xserve 1U rack-mounted server. This was Apple's push to enter the endeavour PC showcase with a less expensive form. Apple sleeked up its general look, supplanting the 'glad macintosh" symbol with the dark logo. In any case, the organization saw money related battles in late 2002 gratitude to poor macroeconomic conditions and feeble PowerBook and PowerMac deals. They reported a quarterly loss of \$45 million, regardless of the arrival of a standout amongst their best advertisement battles ever.

G. 2003 - The iTunes Music Store is introduced

January 2003 denoted the finish of the Classic Mac OS time. The first PowerBooks were introduced in 2003 and were the first to utilize the aluminium material.

Next, the third era iPod was presented with a dock connector in the base, which would prompt USB support.

That day the iPod was introduced, iLife and the iTunes Music Store were declared. The online music commercial centre was completely coordinated into iTunes for Macs, and not long after it was introduced for Windows.

The store was a momentous achievement, offering one million melodies in its first week.

H. 2004 - iTunes prompts 70% piece of the pie, iPod smaller than expected

Macintosh's piece of the pie in the PC business kept on declining, hitting a low of 3% in 2004. Be that as it may, with the iTunes/iPod joining, Apple situated itself to surprise the music business. Additionally that year, Apple announced the hit iPod Mini, and before the finish of iTunes' first year, Apple had 70% piece of the overall industry of legitimate downloaded music. In excess of 100 million melodies were downloaded by July 2004.

Keeping with the scaled down pattern, Apple opened a progression of little stories, about a large portion of the measure of their other retail stores, with expectations of extending to little markets with less interest.

I. 2005 - Release of the iPod Shuffle, Mac Mini, and change to Intel-based Macs starts

Apple started its change to Intel-based Macintoshes in 2005. They made the declaration at a June keynote, affirming bits of gossip.

Proceeding to push their lead in the music segment, Apple discharged the video iPod in 2005. This drove iPod deals for more than 30 million.

J. 2006 - Apple passes Dell's market top, and its Intel-based PCs are essentially quicker than any time in recent memory

Mac put the Intel bargain without hesitation with the arrival of its 2006 MacBook Pro and iMac, both utilizing Intel's Core Duo chip innovation which made the frameworks fundamentally quicker.

Apple's expanding improvement was obvious in the stock costs. At generally \$80 per share, Apple's stocks had expanded

ten times in ten years, up from \$6 in 1997. In January 2006, Apple outperformed Dell's market top. Only ten years earlier, Michael Dell had said that if Apple were under his control, he'd "shut it down and give the cash back to investors."

K. 2007 - The iPhone changes the versatile business, Apple TV is reported

In 2007, Jobs declared an organization name change. Macintosh Computers Inc. would now be known as Apple Inc, a sign that the organization was intending to characterize itself by substantially more than its unique objective.

The iPhone and Apple TV were launched at that year's Macworld Expo, and by May 2007, Apple's offers destitute \$100, a unique organization high.

The iPhone was Apple's first portable endeavour, and it quickly reformed the business, basically altering a video iPod into an individual gadget as no organization had done previously.

L. 2008 - The App Store is uncovered, alongside trackpads with multi-contact innovation

Mac conveyed contact abilities to their PCs and iPhone with the arrival of the trackpad in 2008. The multi-contact innovation was planned only for Apple and can decipher numerous three-finger strokes. They likewise lunched the App store in 2008 for the iPhone and iPod Touch. The App Store was another moment hit, acquiring 60 million application deals and producing \$1 million for Apple.

Soon thereafter, it was obvious exactly how prevalent the iPhone was when Apple turned into the third-biggest versatile handset provider on the planet.

M. 2009 - Steve gets ill

Without precedent for a long time, it was reported that Jobs would not go to Macworld Expo. In January 2009, an inside reminder to Apple representatives was made open and bits of gossip was confirmed that Steve Jobs' wellbeing was fading. Soon thereafter, Jobs declared a six-month medicinal time away to recoup from his sickness.

In spite of his nonattendance and the retreat, Apple kept on flooding, detailing its best non-occasion quarter ever in Q1 2009 with \$8.16 billion in income and a benefit of \$1.21 billion. Employment came back to the organization in June after having a liver transplant.

N. 2010 - The year of the iPad

2010 is the year of the iPad, Apple's solution to Amazon's kindle, creating a mobile-laptop hybrid device. The iPad uses the iPhone's touch technology and apps. 500,000 units were sold during its first-week debut.

The iPhone 4 was released with new features such as Skype-like Face Time video calling. In October, Apple's stock reached an all-time high of more than \$300 per share.

7. Conclusion

Apple as a company has seen the most glorious achievements under the leadership of Steve jobs. His creativity, innovation and unique thinking has got apple to a level as it was never before. It has gained both in terms of its revenue and an image as a technology giant. Apple continue its operations worldwide even after jobs and has also gained afterwards all we can do is to see how far apple can go without its strong leader.

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