**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 3: ACTIVITY 7**

Why failure is good for success – class debate

Learners to debate this topic using only cases from Apple Inc.

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|  | **Why failure helped Apple** | **Why failure prevented Apple from further growth** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |
| **6** |  |  |