

Comments for: What Happens To Cook Now...

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Mar 30, 2007

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Jan 18, 2008 1. **Re: Comments for: What Happens To Cook Now That Jobs Is Back At Apple?** Jul 1, 2009 1:26 PM

I think your comments are pretty much spot on regarding Tim's management and steady handedness. And from what I know about him he is certainly not as "Flashy" as Steve Jobs.

However, given the position of interim CEO, he did exactly what should be expected of him, watch and guide the ship. Interim anything does not imply or create the expectation that major changes in the business or business style should be expected to happen. I fully expect that if Tim ever becomes the CEO of Apple or any other company that he will bring his own style of creativity and forward looking vision to the company. I don't know Tim well, but I had the pleasure of working with him a number of years back, and wouldn't expect anything less.

[Robert Williams](#) 659 posts since

Jul 23, 2007 2. **Re: Comments for: What Happens To Cook Now That Jobs Is Back At Apple?** Jul 6, 2009 8:23 PM

Well, some people have certain characteristics and that is why they are in the position of the company they are in. Steve's characteristics are what an innovator and exciter can do.

That can partly be credited since he is one of the originals in the creation of Apple. Cook's characteristics may be an excellent business man but he might have been told beforehand and/or it's not in his nature to be "outgoing" as Steve. So, could we then surmise the question Cook replacing Steve as top exec when Steve does retire, perhaps as interim but (with my limited understanding) I don't think so in the long haul.

Look at Microsoft as who took over the helm for Bill. Steve's personality, character, and drive was a good fit for MS.

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