

Tim Cook Quotes

*Apples, Thinking, People, Want, Ipads, World, Giving, Country, Government,
Needs, Years, Phones, Data, Views, Running, Focus, Believe, Iphone, Joy, Law*

Life is fragile. We're not guaranteed a tomorrow so give it everything you've got.

~Tim Cook

So let me be clear: I'm proud to be gay, and I consider being gay among the greatest gifts God has given me.

~Tim Cook

Creativity is people who care enough to keep thinking about something until they find the simplest way to do it.

~Tim Cook

You want to be the pebble in the pond that creates the ripples for change.

~Tim Cook

Let your joy be in your journey, not in some distant goal.

~Tim Cook

You can focus on things that are barriers or you can focus on scaling the wall or redefining the problem.

~Tim Cook

For the most important decisions in your life, trust your intuition, and then work with everything you have, to prove it right.

~Tim Cook

We believe in saying no to thousands of projects so that we can really focus on the few that are truly important and meaningful to us.

~Tim Cook

We're very simple people at Apple. We focus on making the world's best products and enriching people's lives.

~Tim Cook

You are more powerful than you think.

~Tim Cook

We do a lot of things for reasons besides profit motive. We want to leave the world better than we found it.

~Tim Cook

I am driven by great work and seeing people do incredible things and having a part in that.

~Tim Cook

And that's what everyone at Apple is focused on - pushing forward and creating the future.

~Tim Cook

Companies that get confused, that think their goal is revenue or stock price or something. You have to focus on the things that lead to those.

~Tim Cook

In the long arc of time, you are only relevant if customers love you.

~Tim Cook

Excellence has become a habit.

~Tim Cook

Apple Stores Offer the Best Buying Experience and Customer Service On The Planet

~Tim Cook

Anything can change, because the smartphone revolution is still in the early stages.

~Tim Cook

You can't have a back door that's only for the good guys.

~Tim Cook

Apple Pay is forever changing the way we pay for things.

~Tim Cook

Our whole goal in life is to give you something you didn't know you wanted and then once you get it, you can't imagine your life without it and you can count on apple doing that.

~Tim Cook

Those who try to achieve success without hard work ultimately deceive themselves-or worse-deceive others.

~Tim Cook

A great product isn't just a collection of features. It's how it all works together.

~Tim Cook

To whom much is given, much is expected. I do believe this. It's embedded in me.

~Tim Cook

If you want me to do things only for ROI reasons, you should get out of this stock.

~Tim Cook

Our message, to people around the country and around the world, is this: Apple is open. Open to everyone, regardless of where they come from, what they look like, how they worship or who they love.

~Tim Cook

Intuition is critical in virtually everything you do. But, without relentless preparation and execution, it is meaningless.

~Tim Cook

People are running huge enterprises off of hacking and stealing data.

~Tim Cook

Today, we are pleased to announce the biggest advancement in iPhone.

~Tim Cook

It's the privilege of a lifetime for me to work with the most innovative people on Earth.

~Tim Cook

Apple has lost a visionary and creative genius, and the world has lost an amazing human being.

~Tim Cook

Graduates, your values matter. They are your north star. And work takes on new meaning when you feel you're pointed in the right direction. Otherwise, it's just a job. And life is too short for that.

~Tim Cook

What makes Siri cool is she has a personality.

~Tim Cook

Apple Watch is the most personal device we've ever created.

~Tim Cook

The sidelines are not where you want to live your life. The world needs you in the arena!

~Tim Cook

I despise politics. There is no room for it in a company. My life is going to be way too short to deal with that.

~Tim Cook

A few years ago, users of Internet services began to realize that when an online service is free, you're not the customer. You're the product.

~Tim Cook

It is possible to be aware of God at all times.

~Tim Cook

Our new watches are made entirely of double super gold. They are just a piece of gold that you can wear to the left, right, or directly on top of the other gold you own.

~Tim Cook

There's a mountain of information about us. I mean there's so much. Anyway, I'm not an intelligence person. But I just look at it and it's a mountain of data.

~Tim Cook

Right to privacy is really important. You pull that brick out and another and pretty soon the house falls.

~Tim Cook

Honestly, we'll compete with everybody. I love competition. As long as people invent their own stuff, I love competition.

~Tim Cook

Nobody wants to buy sour milk.

~Tim Cook

I learned that focus is key. Not just in your running a company, but in your personal life as well.

~Tim Cook

Most business models have focused on self interest instead of user experience. Those are the kinds of problems we solve to solve.

~Tim Cook

I love museums. But I don't want to live in one.

~Tim Cook

I just want to build great products.

~Tim Cook

Our competition is different. They're confused. They chased after netbooks. Now they're trying to make PCs into tablets and tablets into PCs. Who knows what they'll do next?

~Tim Cook

An acorn would never brag about giving shade.

~Tim Cook

I don't own encryption, Apple doesn't own encryption. Encryption, as you know, is everywhere. In fact some of encryption is funded by our government.

~Tim Cook

The iPad remains Apple's second bestselling product - all the more reason why the iPad Pro needs to be "big" in every sense of the word.

~Tim Cook

There are times in all of our lives when a reliance on gut or intuition just seems more appropriate - when a particular course of action just feels right.

~Tim Cook

We make the best phone, we don't make the most phones.

~Tim Cook

Never try to fix other people. God does not need to do a bank shot off

your lips.

~Tim Cook

I am who I am, and I'm focused on that, and being a great CEO of Apple.

~Tim Cook

It's clear why hacking communities are [growing]. Because it's like, there's a lot more gold there. There's a lot more to steal than ever before.

~Tim Cook

The reality is, is that we love competition, at Apple. We think it makes us all better. But we want people to invent their own stuff.

~Tim Cook

If I know what your messages are, if I can read those, I'll probably be able to conclude where you're going, who you're with, the location the message was sent.

~Tim Cook

I dont consider the bloody ROI.

~Tim Cook

Eighty percent of our revenues are from products that didn't exist 60 days ago. Is there any other company that would do that?

~Tim Cook

I'd rather Apple cannibalize Apple than somebody else cannibalize Apple.

~Tim Cook

Apple doesn't do hobbies as a general rule.

~Tim Cook

I've always hated litigation, and I continue to hate it.

~Tim Cook

The future of television is what our competitors have been doing for years.

~Tim Cook

Televisions are devices with screens that things appear on.

~Tim Cook

The iPad is the clearest expression of our vision of the future of personal computing.

~Tim Cook

We have to make sure, at Apple, that we stay true to focus, laser focus - we know we can only do great things a few times, only on a few products.

~Tim Cook

While our team managed the manufacturing ramp better than ever before, we could have sold many more iPhones with greater supply and we are working hard to fill orders as quickly as possible.

~Tim Cook

When I go into my living room and turn on the TV, I feel like I have gone backwards in time by 20 to 30 years. It's an area of intense interest. I can't say more than that.

~Tim Cook

Siri has proven to us that people want to relate to the phone in a different way.

~Tim Cook

My business is not reading your messages. I don't have a business

doing that. And it's against my values to do that. I don't want to read your private stuff.

~Tim Cook

I don't think Apple has to own a content business.

~Tim Cook

If I'm expected to keep your messages, and everybody else's, then there should be a law that says, you need to keep all of these.

~Tim Cook

When I think of civil liberties I think of the founding principles of the country. The freedoms that are in the First Amendment. But also the fundamental right to privacy.

~Tim Cook

In my view the tablet and the PC are different. You can do things with the tablet if you are not encumbered by the legacy of the PC.

~Tim Cook

There's something very dangerous happening in states across the country. A wave of legislation, introduced in more than two dozen states, would allow people to discriminate against their neighbors.

~Tim Cook

Android dominates the mobile malware market.

~Tim Cook

I don't really think anything Microsoft does puts pressure on Apple.

~Tim Cook

That brings us to iPad. We think the iPad is the poster-child of the post-PC world.

~Tim Cook

The reality of today from a cyber security point of view - I think some of the top people predict that the next big war is fought on cyber security.

~Tim Cook

I think two people with strong points of view can appreciate each other even more.

~Tim Cook

We have three post-PC devices: the iPod, the iPhone, and the iPad, the revolutionary device that defined a whole new category it's outstripping the wildest of predictions.

~Tim Cook

We sold more iPads in the last quarter alone than any PC manufacturer sold in their entire line.

~Tim Cook

I am confident our best years lie ahead of us and that together we will continue to make Apple the magical place that it is.

~Tim Cook

Certainly some things that are very good can sometimes be used in a bad way.

~Tim Cook

Everybody doesn't want to have to be a computer scientist to protect themselves. Most people have no desire to do that.

~Tim Cook

America is always stronger when we do things together.

~Tim Cook

Apple has a culture of excellence that is, I think, so unique and so special. I'm not going to witness or permit the change of it.

~Tim Cook

Apple is this great American company that could have only happened here.

~Tim Cook

If those of us in positions of responsibility fail to do everything in our power to protect the right of privacy, we risk something far more valuable than money. We risk our way of life.

~Tim Cook

The government should always be the one defending civil liberties.

~Tim Cook

Since these early days, I have seen and have experienced many types of discrimination and all of them were rooted in the fear of people that were different than the majority.

~Tim Cook

I think that [there is] this fundamental right to privacy and the philosophy that government shouldn't be intrusive.

~Tim Cook

The worst thing in the world that can happen to you if you're an engineer that has given his life to something is for someone to rip it off and put their name to it.

~Tim Cook

In the world of cyber security, the last thing you want is to have a target painted on you.

~Tim Cook

The longer the meeting, the less is accomplished.

~Tim Cook

Discrimination, in all its forms, is bad for business.

~Tim Cook

No one should have a key that turns a billion locks. It shouldn't exist.

~Tim Cook

You can only do so many things great, and you should cast aside everything else.

~Tim Cook

From an app point of view, if you looked at innovation on the PC, you'd be hard pressed to find companies innovating. The list is small.

~Tim Cook

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