Apple as a whole has been one of the best marketing companies of all time. Their constant new releases of new products have made eager customers wait in line overnight just to be the first ones to have access to these products. This is no different for the iPad. The company does a very good job marketing the product as new innovative ways. The expansion of the product in schools have shown to be a new way of learning, and the new functions that the devices can be used for in business make them more desirable. There have been constant developments in this product that has allowed for newer products with the same basic functions to be released. The reason Apple can be so successful is that its advertising and marketing teams make the products seem to be innovative and incomparable to the older issues. These newer products may have a faster process or a better screen, but the older product could still be used for many years to come. That is the part the marketing team constantly leaves out. This allows for more demand of newer products which makes the sustainability product life cycle continue.

http://www.apple.com/ipad/
http://www.marketingapple.com/

The manufacturing process has become much more efficient and green over the development in newer iPad products. Apple has been working on developing newer products that are easier to recycle and give off less greenhouse gas emissions. Another key thing apple has been working on is the energy efficiency of their products. Apple believes that their products saving energy will make other companies try to do the same. This energy saved can be huge for the environment. The manufacturing prices has risen because of this these advances. This causes the prices of the products being sold in stores to rise. They have been using newer high definition screens and cameras with much higher pixel definition. Newer faster processors have been the other main expenses to manufacturing prices. Apple will continue to do this process, however, because they believe that they are making the world a better place.

http://allthingsd.com/20120316/apples-new-ipad-costs-at-least-316-to-build-ihs-isuppli-teardown-shows/