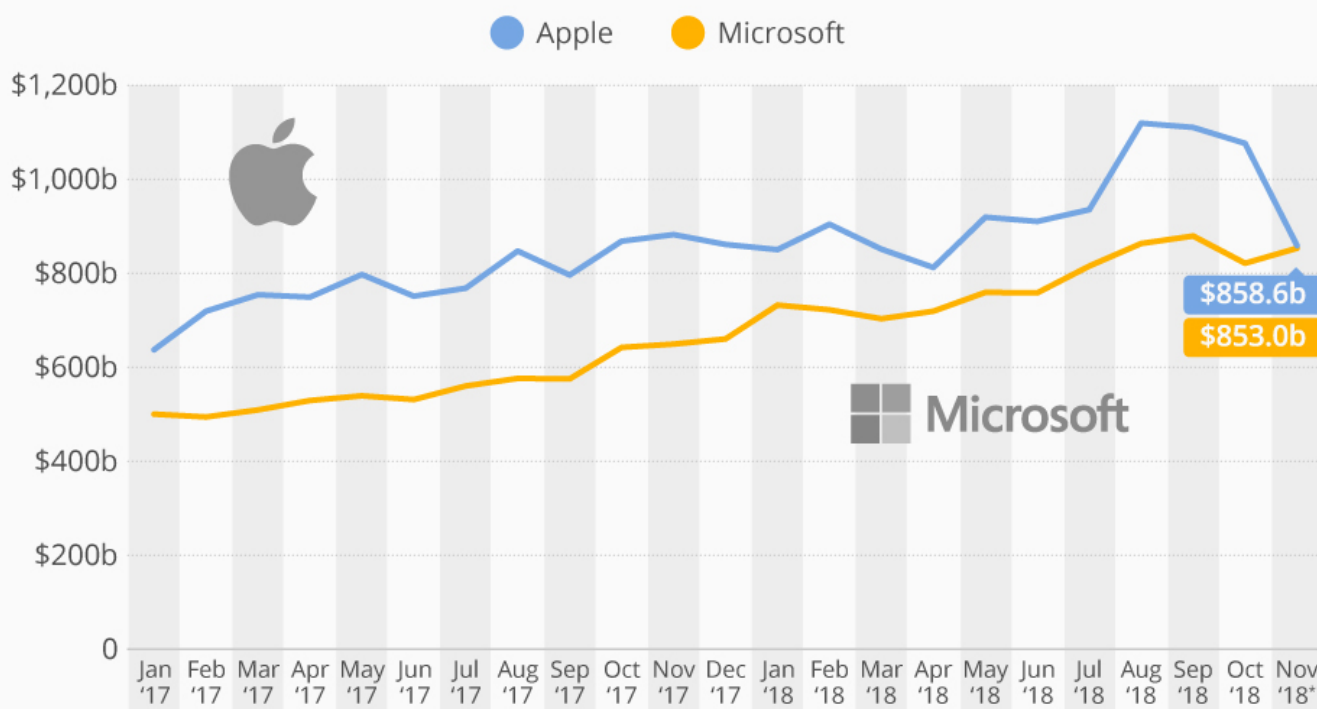




Microsoft quietly becomes bigger than Apple

Microsoft Catches Up With Old Rival Apple

Market capitalization of Apple and Microsoft (at the end of the respective month)



* November 2018 figure as of November 28

@StatistaCharts

Sources: Wolfram | Alpha Knowledgebase, Xignite, Morningstar, Yahoo! Finance

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Not so long ago Microsoft was considered the big loser in tech. Its software model was outmoded, its entry into the mobile space was late and had no hope of beating Apple and Android. Worse, the company seemed stuck in its Windows heyday of the 1990s. Then it got a new CEO, ditched the phones and embraced the cloud. It even started to produce sexy hardware. In truth it never really was in trouble but the leadership was smart enough to transform before it was. And this week it matched and even briefly surpassed Apple's market cap.