

Xerox

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When someone says “Xerox,” you know what they mean. A Xerox is just another word for a copy machine. That’s how influential of a company Xerox was in its 1)_____.

In 1959, Xerox launched the first commercially available photocopier. The Xerox 914 photocopier was 2)_____ as a truly revolutionary product. The machine weighs a whopping 648 pounds. This just goes to show you how much copying technology has improved since this time. The Xerox 914 earned Xerox over \$500 million in 3)_____ by 1965. However, Xerox didn’t stay at the 4)_____ forever.

Xerox employees invented many early elements of personal computers such as the graphical user interface (GUI) and the computer mouse, but Xerox’s leadership was deeply rooted in their core photocopier business. This gap in focus and vision prevented Xerox from seeing how these innovations could be the future of computing. So, some concepts designed by Xerox were given away at no cost.

In the end, companies like Apple and Microsoft capitalized on the technologies Xerox pioneered. Steve Jobs famously recognized the potential of the GUI and incorporated it into the first Macintosh, a move that helped shape the future of personal computing. Xerox’s failure to execute on its own innovations stands as one of the most significant billion-dollar 5)_____ in tech history while Apple and Microsoft have become the 6)_____ of the tech world that we know today – a cautionary tale of how even the best ideas can 7)_____ without the right strategy and vision.