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RIM Slips, While Apple iPhone Climbs High by [John Henry](#)

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Giant Loses Power

Well, we tell you what is the news? Jim Balsillie and Mike Lazaridis, co-CEOs of the RIM have resigned from their posts. Now, the company has a new COO, Thorsten. And do you know how this happened? In fact this fight started with two new phone models scheduled to hit the market later this year. Market watchdogs say that all this happened owing to shrinking sales of BlackBerry. Just think back and you will reminisce about the time when devices of RIM had good market. If people did not have BlackBerry Phone, they wanted to possess one. And those who had the phones were in love with phones so much that they would not part away with the device even in bed time. Nevertheless, all these people were businessmen and would immerse themselves in business applications and nothing else. Thus they created Blackberry widows in bad times.

Apple Made BlackBerry Widows Smile

It was Apple that focused on users (BlackBerry Widows) to get rid of their business phones in bedtime. And when business focused husbands saw it, they too wanted to own iAction. As a result, the market shares of the RIM are falling since 2007, while devices of Apple are capturing more hearts than earlier.

Although, the company founder and ex-co-CEO Mike Lazaridis said at the press conference that in the growth of company leadership is handed over to new hands. But, as for RIM, I don't see any growth. Because I foresee a platform of multiple mobile phones in comparison to one that has dominance in market. But it is not happening at all. Apple has usurp the market share of RIM in the consumer market, which is a blow in the jaw for the RIM. For, instance iMessage service can be considered pay in the same coin as Apple's move to RIM's popular Messaging service.

Name on stake

We know that there was a time when BlackBerry was synonym of smart phone, but gradually iPhone become so popular that now it does not need any eulogy to its name and fame. Now iPhone 4s contract @ www.iphone4scontractdeals.co.uk is on the top of smart phones' heap just as the Harley Davidson in motorcycles. Taking into account, the shrinking market shares, we can clearly tell that it has failed in the competition of tablet and smart phones.

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