Abstract

Innovation and eagerness of moving forward has always been a human nature. Developments and advancements have always been made for a better living. Back in time, tools were being made to replace human effort; the era has developed to a situation where tools are being made to make things and communication work faster than ever before. The question is not about replacing the human effort anymore, it’s now more about how fast and conveniently things can be done.

This particular paper talks about the roots behind the business of the electronic communication products which have entirely changed today’s lifestyle. Cellphones, tablets and other such communication devices have now become the integral part of our lives. Intentionally or non-intentionally, every individual today depends on one of these super gadgets. Every business, every individual and every other profession today require these high-speed communication devices. The research-based compilation helps the reader understand the root tactics behind the high sales of these communicating products. It redefines the concept of “The era of technology” by asking if it’s just the technology which has always screened these products as super communication devices or with the technology, does design play a vital role too? When we talk about design, it covers the product as well as the advertising design for a particular product. Focusing on brands like Nokia, Apple and HTC, this research paper talks about what other factors except price help these brands become super brands. What makes one successful over the other and what helps these brands gain a large customer circle, design or technology?