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### **MICROSOFT CORPORATION: HISTORICAL INSIGHT AND IMPORTANCE OF INNOVATIONS IN CONTEMPORARY LANGUAGE AND INFORMATION WORLD**

Over the last decades, innovation and creativity have become critical skills for achieving success in developed economies. The need for creative problem solving has arisen as more and more management problems require creative insights in order to find suitable solutions. Creativity goes hand in hand with innovation. And there is no innovation without creativity. While creativity is the ability to produce new and unique ideas, innovation is the implementation of that creativity – that's the introduction of a new idea, solution, process, or product. Creativity is the driving force behind innovation and the incorporation of looking at things from a different perspective and freedom of restrictions by rules and written or unwritten norms. The overall objective of the article is to explore the history of Microsoft the success of which has been reached through innovative ideas, solutions, products and services.

Why is creativity important in business? Creativity and innovation within a well-run companies have always been recognized as a sure path to success. Stimulating creativity and exploring completely new and unknown before territories lead as result to increasing the productivity of the organization. Encouraging the employees to think outside of the box and giving them time and resources to explore new areas for innovative ideas is the key to cost-effective business solutions. Creativity improves the process of solving problems. It doesn't matter if we're talking about developing a new strategy or an innovative way to stay ahead of the competition. Creative problem solving gives that competitive edge that any business is striving to achieve.

Creative ideas and innovative approaches can come from almost anywhere – from your partners, customers, target groups, employees. They can bring you fresh perspectives and ideas, so show them that you're listening and open to their feedback. That's why it is important an open exchange of ideas to

be supported and encouraged by the company. Microsoft is a good example of creativity and innovations in the world of business and it can be traced via the history of the company.

Microsoft was founded by Paul Allen and Bill Gates in 1975. It is the best-known brand in IT-industry in the world, involved not just in software production, but in a lot of other spheres. Microsoft formed a partnership with IBM and entered the OS business in 1980. The first OC which was announced by Microsoft was Unix, called Xenix. But all we know about Microsoft Windows, not Xenix and the first version of this OC was released in November, 1985. From this point the formation of Windows began, which all of us know nowadays.

In 1990 Microsoft launched the most successful office product, Microsoft Office. Microsoft Office became the dominant business suite, with a market share far exceeding that of its competitors. In 1993 Windows became powerful launching the most widely used GUI (graphical user interface) operating system in the world. Fortune Magazine named Microsoft as the "1993 Most Innovative Company Operating in the U.S." On August 24, 1995, Microsoft released Microsoft Windows 95, a new version of the company's flagship operating system which featured a completely new user interface, including a novel start button. More than a million copies of Microsoft Windows 95 were sold in the first four days after its release.

It was the time of Internet development and Microsoft couldn't stand aside. In 1995 Microsoft released first version of Internet Explorer. In 2001 one of the most successful versions of Microsoft Windows (Microsoft Windows XP) was created. A little bit later Microsoft entered the multibillion-dollar game console market dominated by Sony and Nintendo with the release of the Xbox. In 2005 Microsoft launched their second console – the Xbox 360 – which turned out to be a lot more successful than their first console. The company sold 40 million units and it outsold Sony's PlayStation-3 with their 35 million units.

With the boom of smartphone industry in 2007, Microsoft struggled to keep up with its rivals – Apple and Google – in providing a modern smartphone operating system. As a result, in 2010 Microsoft revamped their aging flagship mobile operating system (Windows Mobile) replacing it with the new Windows Phone OS. Microsoft worked closely with smartphone manufacturers, such as Nokia, providing them with Microsoft's Windows Phone OS.

It should be mentioned that Windows 7 has had several editions, which resulted in the rise of netbook computers with reduced processing power. The Kinect, a motion-sensing input device made by Microsoft and designed as a video game controller, was first introduced in November 2010. It was upgraded for the 2013 release of the eighth-generation Xbox-1 video game console. In 2015 Microsoft Windows 10 was released.

The history of Microsoft is rich in creativity and innovations [1]. Innovation is the leading force of competitiveness, of growth, of profitability and of the creation of durable values. Although it can be easily included in the

product or technology development category, this refers to a fundamental challenge for the entire business, and, as such, it must stand for a continuous process. At the same time, innovation is one of the greatest opportunities for marketing specialists to leave their mark on the organization, to take fundamental endeavors based on the profound understanding of the opportunities presented by the market and the clients' needs, to overcome the functional role and to collaborate with all the company's employees, so that to be close to the strategic challenges and opportunities, with a long-lasting effect.

Literature

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## **THE IMPACT OF LANGUAGE AND CULTURE ENVIRONMENT ON THE FORMATION OF PERSONALITY QUALITIES OF THE YOUTH**

We all need to be taken care of, validated, encouraged, and given support. When we can receive these things from others and use them to nurture our spirits, this is healthy dependency. When we draw strength from these experiences, it allows us more easily be independent at other times – relying on and caring for ourselves, and being the one to support others. This is called interdependence, and it's a flow in relationships of both giving and being able to receive. Over-dependency is when you find yourself struggling to return to emotional interdependence when needed. But we know one more type of dependence – the dependence on other people's opinion. So, the overall objective of the article is to observe the ways of overcoming approval addiction as it greatly influences the formation of personality qualities of the youth.

Do you ever worry about what people think about you? Have you ever felt rejected and gotten defensive if someone criticized something you did? These and many other questions trouble lots of people while making a decision. There are two types of decision makers in the world. The first are internal decision makers. These are the people who self-analyze every step, every option, and every possible outcome and never talk it through with others. This doesn't mean they don't care about other people's opinions. In fact, it is