From Commodification to Commoditization. The mighty iPhone.

written by Manoj Khanna | September 29, 2012

So the iPhone 5 sold out tonight within few minutes. Again. I went up to grab my wallet, and enter my card number, and a few minutes ago it was showing me that I could pick up iPhone 5 in this store but just minutes later, whoooooshh! It was gone. Why am I not surprised? It's iPhone 5. Surprisingly, this whole market and for that matter this existence of iPhone wasn't even there few years ago. But now, this iPhone matters.

Consumerism is not a fad. It is a reality. We live in a consumerized world. And yes our needs and wants are dictated by this very much driven consumerism. So iPhone made it from commodification to its commoditization, but it still is a rarity when every time a new one comes out. Apple did great, for themselves, and has done much better for creating whole new set of new economy around iPhone. Google ditto'd with Android. And rest is history.

I'll try again tomorrow night and see if I could order one, successfully.

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