

Image Makeover for Dell?

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Dell wants to rival Apple - image-wise, at least. The PC maker seeks to shed its "value" image and portray itself as a premium brand.



Its newest advertising campaign costs "hundreds and hundreds of millions" and coincides with next Monday's new product launches.

Products include a tablet-converting laptop and smaller tablet devices.

Dell's Steve Felice is emphasising customer choice. This comes in reaction to Steve Jobs' predictions earlier this week on how 7" tablets are "dead on arrival".

The company's brands are now 3 - Inspiron, XPS and Alienware.

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