

# How BlackBerry shed its corporate suit



By [Candice Jones](#)

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The BlackBerry. Traditionally used by men in grey suits - bankers, accountants and lawyers. If you used a BlackBerry, you were a corporate nerd, tied to your company's email system. Not anymore.

These days, you're more likely to see the latest BlackBerry smartphone in the hands of school kids and the trendy set.

What happened? Over the past two years, Canadian's Research In Motion (RIM), which makes the BlackBerry, has embarked on a concerted effort to throw off the corporate suit, to make its phone appeal to the trendier consumer market.

It's paid off in spades.

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