

CHAPTERS 7–10

Before you read

- 9 Guess the answers to these questions. Then read and check.
- Steve returned to work at Apple. Why?
 - Was his management style different from when he worked there before? In what ways?
 - What important new products did he help to create?
 - Steve spent a long time in hospital. Why?

After you read

- 10 Put these sentences in the correct order.
- Apple started selling the iPod.
 - Steve sold Pixar to Disney.
 - Steve sold NeXT to Apple.
 - Steve found out that he had cancer.
 - Steve decided to help the music industry.
 - Tim Cook became CEO of Apple.
 - The iPhone went on sale.
- 11 Are these sentences true or false? Correct the false sentences.
- A lot of people lost their jobs when Steve returned to Apple.
 - Steve suggested the unusual shape of the first iMac.
 - The first iPod was more expensive than other MP3 players.
 - Steve had an operation for his cancer as soon as possible.
 - The glass in the iPhone was a new invention.
 - The iPad was very popular.
 - The Beatles were the first musicians to have their music on iTunes.
 - Steve designed a new boat before he died.
- 12 What do you think? Answer these questions.
- Which of Apple's products has brought the biggest changes?
 - Was Apple a good place to work when Steve was CEO?
Why / Why not?
 - In your opinion, what was Steve Jobs' greatest achievement?