

Steve Jobs



Steve Jobs was an important leader in the technology industry. He was a very interesting person and was the leader of a very successful technology company called Apple. He **founded** Apple in 1976 with his friends and they began to sell computers. One of the reasons for Steve Jobs' success was his unique management style.

He was a passionate leader with a clear vision for his company. Jobs always said he wanted to make Apple a great company that made unique products that people would love. He focused all of his creative energy on developing **revolutionary** technology. In 1983, he convinced John Sculley, the president of Pepsi, to come work at Apple by asking, "Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?" Sculley left his well-paid job to come work at Apple.

Unfortunately, Jobs' passion sometimes led to angry outbursts. He was a perfectionist and wanted Apple to make products that were better and different from other companies. Some people believe he was too aggressive and demanding. During the early years of Apple, he often shouted at or even fired people who did not share his **vision**. Despite this, most employees did not hate him. They understood that Jobs truly believed in the company and its products. He was a very demanding person because he had a real passion for making **unique** devices like the iPad and the iPhone. These products might not exist if Jobs hadn't pushed and inspired his employees to work hard and be creative.



1. According to the article, which industry was Steve Jobs a leader in?
 - a) the fruit industry
 - b) the technology industry
 - c) the phone industry
 - d) the management industry

2. The word “founded” in paragraph 1 can be replaced with:
 - a) started
 - b) stopped
 - c) ate
 - d) sold

3. According to the article, why did John Sculley quit his job at Pepsi ?
 - a) He thought his salary was too low
 - b) The president of Pepsi fired him
 - c) He was tricked by Steve Jobs
 - d) Steve Jobs convinced him to join Apple

4. The word “revolutionary” in paragraph 2 could be replaced with:
 - a) old-fashioned
 - b) advanced
 - c) communication
 - d) simple

5. According to the article, what did some people think about Steve Jobs?
 - a) he was a very lazy person
 - b) he only wanted to make money
 - c) he was passionate and demanding
 - d) he was always very kind and patient

6. The word “vision” in paragraph 3 is closest in meaning to:
 - a) dream
 - b) ghost
 - c) eyesight
 - d) look

7. The word “unique” in paragraph 3 is closest in meaning to:
 - a) similar
 - b) distant
 - c) different
 - d) expensive

8. According to the article, Steve Jobs:
 - a) achieved his vision
 - b) was a complete failure
 - c) was a boring person
 - d) left Apple for Pepsi

Answers: 1. (b) 2. (a) 3. (d) 4. (b) 5. (c) 6. (a) 7. (c) 8. (a)

