Penguin 🕅 Readers

Luxottica, ¹ cor glasses cheaper, the f the shoe market by s They discussed the io the internet, they sai	our students ² need elling shoes online, and dea with friends, most of	ustry, controlled more the l to fight a giant. The fo they wondered if they ⁴ . f ⁵ were very negative them first. OK, Zappos	aan 80% of the market. To make ur ³ watched Zappos chang do the same with glasses. ive. ⁶ would buy glasses over had ⁷ it with shoes, but ther
"If this were a good	idea," people said, "som	neone would ⁸ it alr	ready."
 a bigger a will a having a could a who a who a Nobody a doing a have doing 	 b the biggest b would b have b can b which b Anybody b do b had did 	 c big c have c has c would c whom c Somebody c did c have done 	 d biggest d wouldn't d had d should d them d Anything d done d had done
believed	choose	have refused	taking would
 If things don't wo If they on Warby Parker. If he had had time 	rk out, I'm in Warby e to think, he would pro	y Parker, they should all bablyexpec	

3 Complete the text. Choose from the sentences (a-g) the one which fits each gap. There is one extra sentence which you do not need to use.

In an interesting piece of research, Joseph Raffiee and Jie Feng studied 5,000 entrepreneurs over fourteen years. ¹...... When people start a business, is it better for them to leave their present job, or to stay employed?

 2 But the opposite happens. Entrepreneurs who keep their original jobs are 33% less likely to fail than the risk-takers who leave their jobs.

If you don't like to take risks, and have some doubts about your business, you will build your business more carefully. ³......

Like Warby Parker, many successful businesses were started by people who did not give up their jobs at least at the beginning. ⁴...... Larry Page and Sergey Brin developed a better way to search the internet in 1996 but didn't stop work on their higher degrees at Stanford University until 1998. ⁵....... Brian May was doing a higher degree in physics when he started to play guitar in a new band. ⁶...... Stephen King worked in a gas station and as a teacher for seven years after writing his first story. He gave up work a year after his first novel, *Carrie*, was published.

- **a** They tried to sell Google for less than \$2 million in 1997 because their new company was making it difficult to study—luckily, nobody made an offer.
- **b** Keeping things safe meant that there was space to be original.
- **c** They wanted the answer to one simple question.
- **d** If you take risks in your life, then you may take risks with your business, too.
- **e** If you think like most people, you would expect the risk-takers who leave their jobs to be more successful.
- f He continued to study for several years before he started to play full time for Queen.
- **g** After inventing the first Apple I computer, Steve Wozniak started Apple with Steve Jobs in 1976, but continued to work for Hewlett-Packard until 1977.

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1	Read these sentences about Chapter Two. Write T (<i>true</i>) or F (<i>false</i>) or DS (<i>doe</i>	esn't say).
	1 According to the author, there aren't enough people choosing the right new ideas.	•••••
	2 The Segway was based on existing technology previously used in a wheelchair.	•••••
,	3 The opposite of a false positive is a true negative.	•••••
	4 Shakespeare wrote <i>Macbeth</i> in either 1605 or 1606.	•••••
ł	5 The author asserts that having a lot of ideas is the best way to get to quality.	•••••
	6 According to Frédéric Godart, living in a foreign country helps creativity more	
	than working in one.	•••••
	7 Part of Warby Parker's success was down to transparency—they kept nothing secret.	•••••
	8 A creative inventor has a better chance that one invention will make a difference.	•••••

5 Put the information in the correct column.

didn't ask for any feedbackfelt that people wouldn't pay for something that replaced walking
started inventing when he was sixteenstudied the transportation marketused to write jokeswas interested in what made people laugh

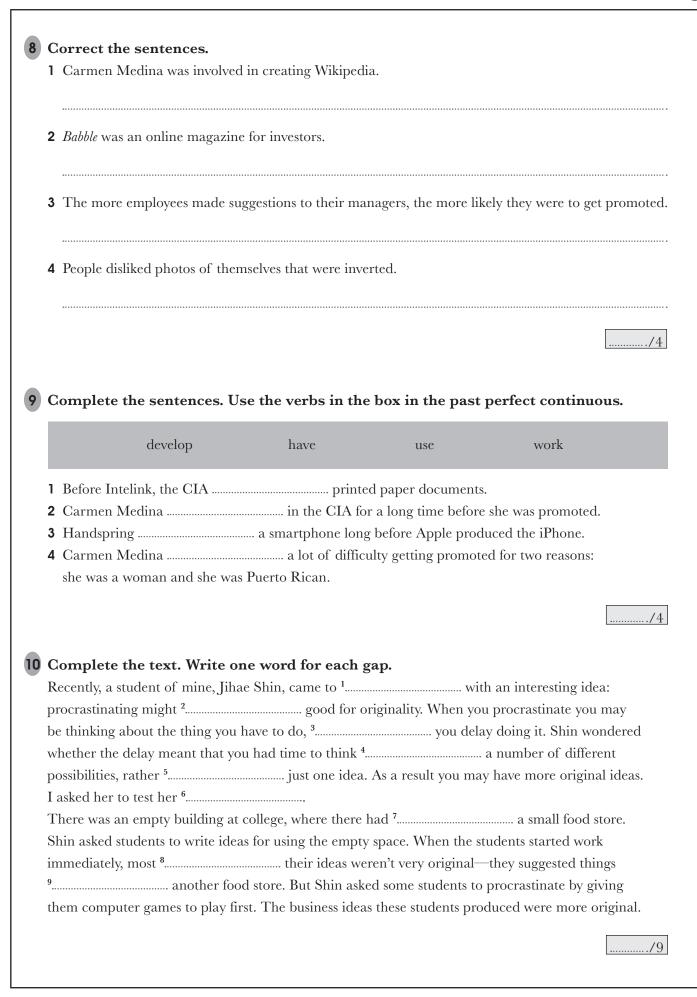
Dean Kamen	Rick Ludwin	Randy Komisar

6	Tick 🖌	the sentence that is the best summary of Chapter Two.	
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- ${\ensuremath{\mathbf{a}}}$ It's important to share your ideas with as many people as possible.
- **b** New ideas are important; but selecting the right ideas makes the difference.
- **c** People are bad when judging themselves.

Complete the text with the correct form of the word in brackets.

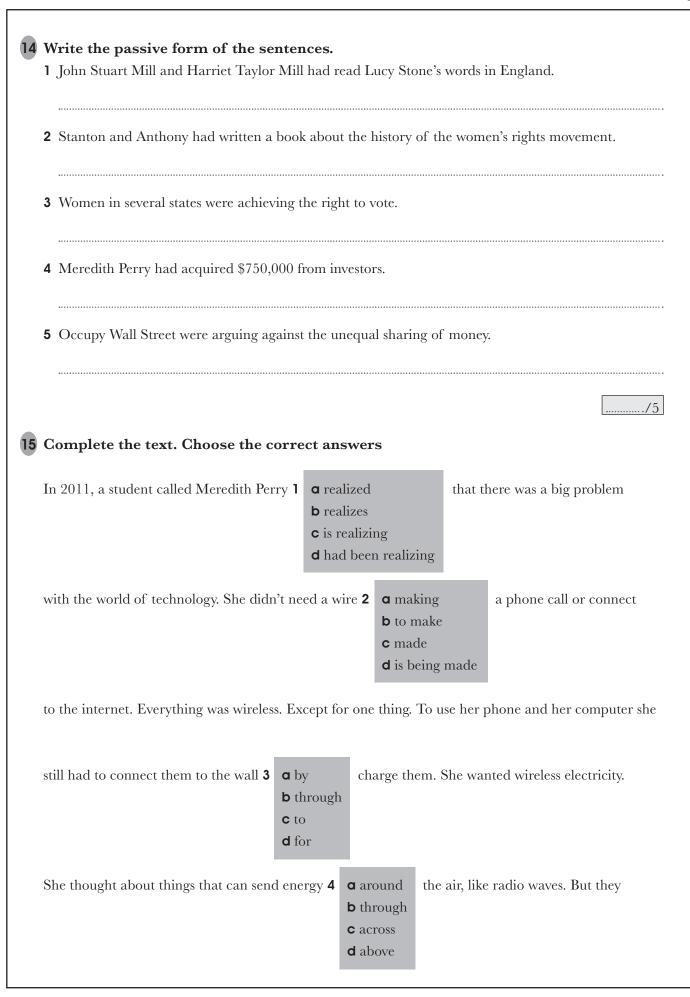




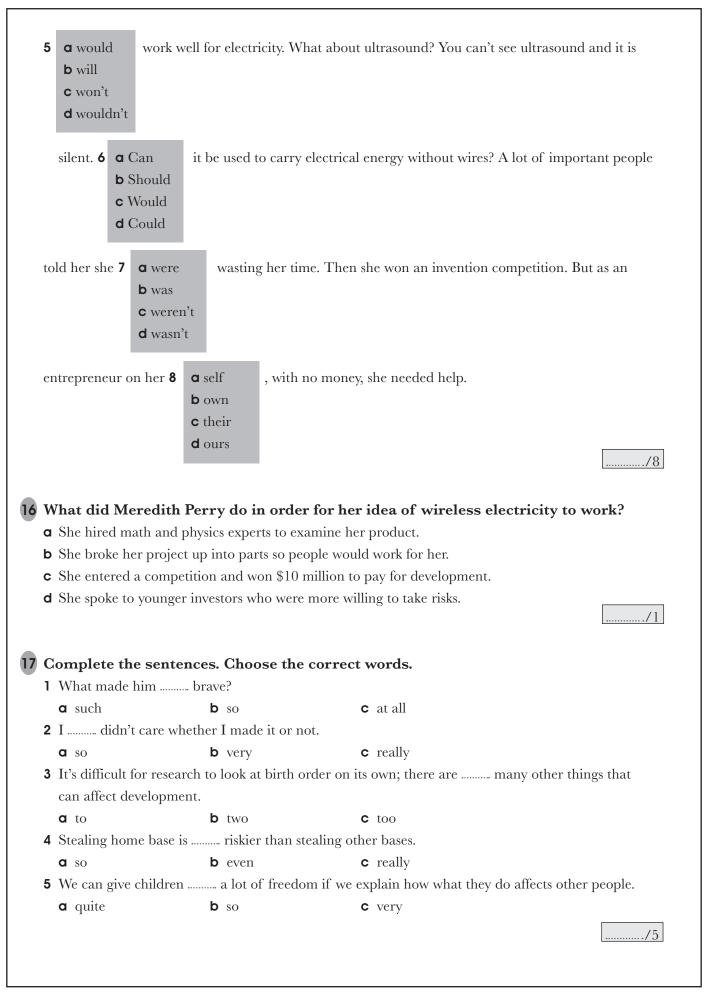
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TEST LEVEL 7

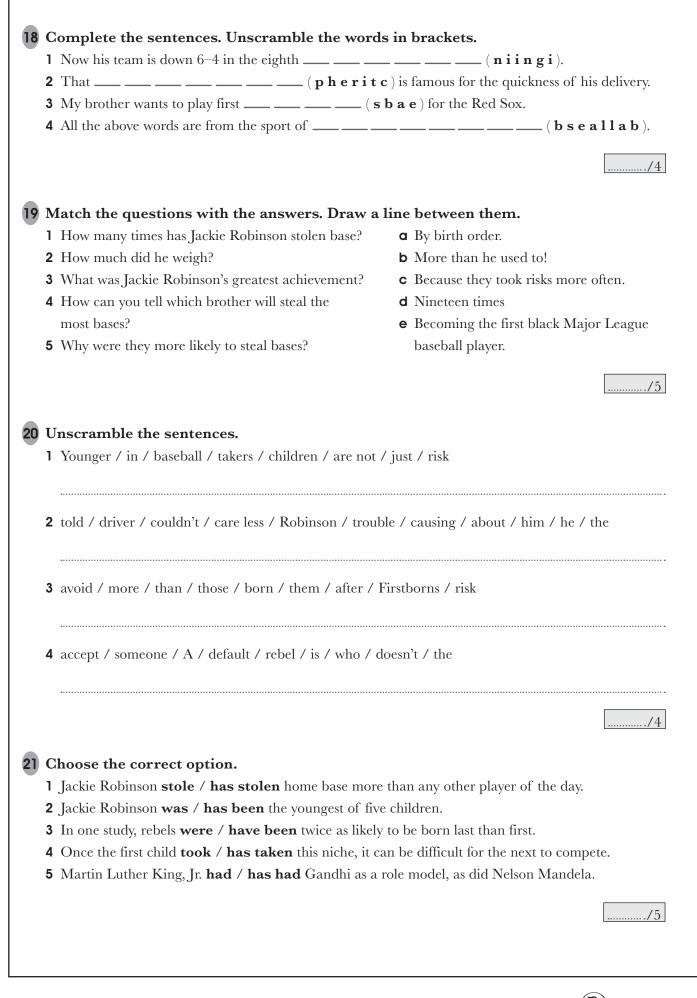
	It took Da Vinci sixteen years to paint the Mona Lisa.
	The Gettysburg Address was a famous speech by Abraham Lincoln.
	"Pioneers" are the first to sell a product, whereas "settlers" wait for the pioneers to create a market.
	Joseph Park got \$250 million from investors for his company, Kozmo.
	Martin Luther King had given 350 speeches the year before the "I have a dream" speech.
3 4 5	NintendoNetflixKozmoIgnaz SemmelweisLouis Pasteur
1	omplete the sentences. Choose the correct words. Albert Einstein said that a scientist had to make his discovering / discoveries before the age of thirty.
	When companies have suggestion / suggestive boxes, it seems that older employees have more and better ideas than younger employees.
	When Galenson studied creativity / creating he discovered two very different types of thinking: conceptual and experimental.
	Galenson believes conceptual thinkers move quickly, while experimentally / experimental thinkers take longer.
	But slow and thought / thoughtful usually works better for the older person.



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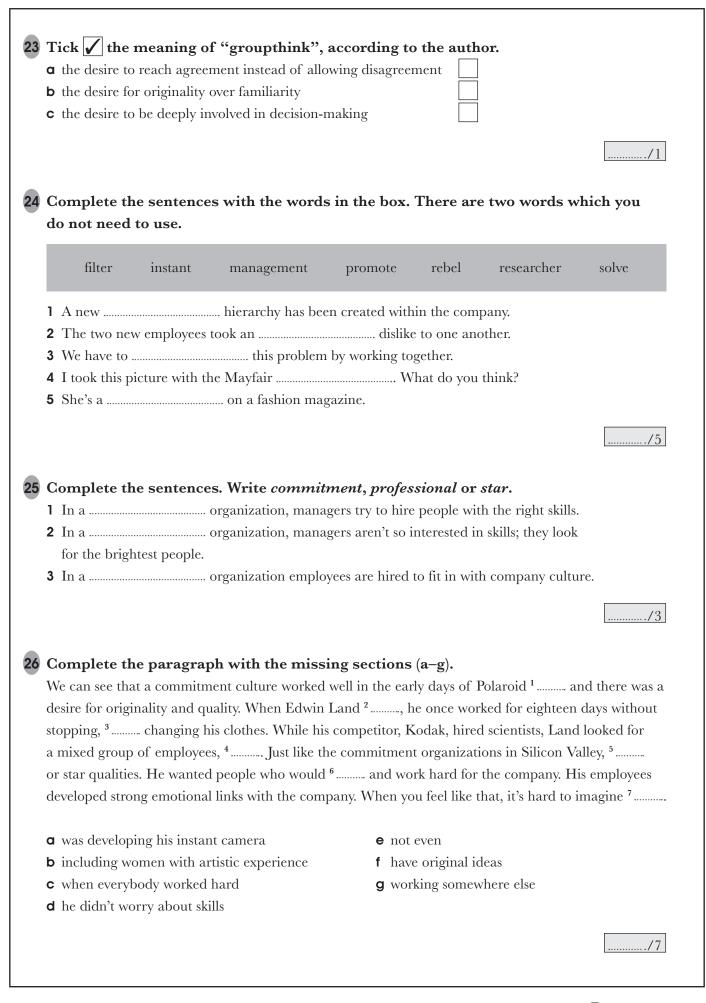
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22 Read the extract and choose the correct answer (a, b, c or d).

Good behavior is encouraged partly by what parents say after a child has done the right thing. The last time you saw a child doing something good, you probably talked about what they had done. "That was so sweet." By talking about their behavior you encourage them to do it again. But Joan Grusec did an interesting experiment about this. After some children shared toys with other children, some of them had their behavior mentioned in feedback: "It was nice of you to share those toys with other children. That was a nice and helpful thing to do." Others were given feedback on their characters: "I guess you are the kind of person who likes to help others. You are a helpful person." Later, in a similar situation, the children who had received character comments were 45% more likely to share toys, while those who received behavior comments were only 10% more likely to share. When our character is mentioned we begin to build up an idea of ourselves as a good person. It has been suggested that the message "Don't drink and drive" might be better if it were changed to "Don't be a drunk driver." The same idea can be used for originality. When a child produces a good painting, rather than saying that their work is creative we could say "*You* are creative." When we move from talking about behavior to talking about character, people think differently.

- 1 In the first paragraph, what is Grant's main point about giving children feedback?
 - **a** There is no such thing as negative feedback.
 - **b** Encouragement is a valuable parenting tool.
 - **c** There are two ways give feedback—to look at character and behaviour.
 - **d** That many interesting experiments have been done on it.
- 2 Why is feedback on character different from behavioural feedback?
 - **a** Character-based feedback focuses on who the person is.
 - **b** Character-based feedback focuses on physical and personal traits.
 - c Character-based feedback focuses on the feelings of person giving the feedback
 - **d** Character-based feedback focuses on how the person is acting at the time.
- **3** What do we learn about giving character-based feedback?
 - **a** It makes children better at sharing.
 - ${\bf b}\,$ It makes children feel good about themselves.
 - **c** It's easier to give.
 - ${\bf d}\,$ That there is very little difference between the two types of feedback.
- 4 Why might "Don't be a drunk driver" be a better message than "Don't drink and drive"?
 - **a** Because it stops people from drinking and driving.
 - **b** Because it is more effective to talk about someone's character.
 - **c** Because it makes us understand how to behave in a better way.
 - ${\mbox{\bf d}} \ \ {\rm Because \ it's \ easier \ to \ understand}.$





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Readers

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	hat is a pessimist? Tick 🖌 the correct definition.	
	someone who dislikes everything	
	someone who is only interested in themselves	
С	someone who thinks bad things are likely to happen	
		/1
3 A1	nswer the questions.	
1	Which sea was Lewis Pugh swimming in?	
2	According to the author, what are most people scared of?	
3	Which company bought Skype for \$8.5 billion?	
4	Would an original want to change the world or enjoy the world?	
		/4
1	Tatch the words in bold with the definitions. Rick Ludwin worked on special programs, not comedy , so Seinfeld wasn't his department.	
1 2	Rick Ludwin worked on special programs, not comedy , so Seinfeld wasn't his department. The Xbox was almost stopped by Microsoft, and the laser printer was nearly canceled by	/4
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cal dr nnovative	op out invest	extreme	fai promote	ilure freedom rebel
Verb		Adjective		Noun
	Verb	Verb	Verb Adjective	Verb Adjective

Total...../150

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