

- 1** 1 1997 2 Reed Hastings
 3 the United States 4 DVDs
 5 website 6 mail
- 2** 1 streaming 2 licensing
 3 making 4 global
- 3** 1 employees 2 subscribers
 3 management 4 controls
 5 failed 6 fire
- 4** a People who were great, but their work was just OK.
 b People who worked very hard, but could make bad decisions and needed a lot of help.
 c Very talented people, who achieved a lot, but complained too much.
- 5** 1 Giving 2 to help
 3 not to upset 4 differently
 5 Getting 6 don't get
 7 must 8 don't have to
- 6** 1 they were responsible
 2 at the same time
 3 biggest innovations happened
 4 to think creatively
 5 worked so well that
 6 trusts employees to behave
- 7** 1 a 2 b 3 d 4 d
 5 c 6 a 7 d 8 b
- 8** 1 few 2 enough
 3 worst 4 than
 5 will 6 because
- 9** a 2 b 1 c 4 d 3
 e 4 f 3 g 1
- 10** a 4 b 1 c 3 d 2
- 11** 1 c 2 a 3 b
- 12** 1 c 2 a 3 b 4 b 5 a 6 c
- 13** 1 managing with control
 2 managing with context
 3 tightly-coupled
 4 loosely-coupled
 5 highly-aligned
- 14** 2, 4, 5, 6, and 10
- 15** **Choose rules and processes:**
 to keep employees safe at work
 to keep subscribers' information private
 to make things that need to be the same all the time
Don't choose rules and processes:
 to be fast and flexible
 to be innovative
 to run a creative business
- 16** 1 For a long time, almost all businesses were run by families.
 2 The employee is fired immediately.
 3 Most critical feedback is shared.
 4 At Netflix, pay is decided by the market.
 5 The company was sold to our largest competitor.
 6 Colombians are trained to make negative messages softer with positive words.
- 17** 1 myself 2 yourself
 3 herself 4 itself
 5 themselves 6 ourselves
- 18** 1 achieve
 2 competitive
 3 management
 4 motivation; loyal
 5 performers
 6 responsible; flexible

- 19 1 wonderful
- 2 useful
- 3 unclear
- 4 careful
- 5 successful
- 6 uncomfortable; unusual
- 7 unnecessary

- 20 1 company
- 2 control
- 3 license
- 4 feedback
- 5 interview
- 6 award
- 7 fire
- 8 receipt
- 9 process