

Before-reading questions

Reader's own answers.

During-reading questions

CHAPTER ONE

- 1 They started a company called the Apple Computer Company.
- 2 He invented the iPhone.
- 3 He was 56 years old.

CHAPTER TWO

- 1 They were called Paul and Clara Jobs. They adopted him because his birth mother could not keep him.
- 2 He was very good at building and fixing lots of things.
- 3 He was unhappy at his school, and he did not have many friends. Some children were not very nice to him.

CHAPTER THREE

- 1 Steve went to Reed College in Portland, Oregon.
- 2 College was not a good place for Steve because he wanted to learn about other things. He did not want to go to all his classes.
- 3 Calligraphy is the art of beautiful writing. It gave Steve the idea for computer fonts.

CHAPTER FOUR

- 1 They talked about their ideas and their inventions.
- 2 Wozniak wanted to give their computer to computer people. He wanted them to use it and play with it, and he did not want any money for it. Steve wanted to sell it and make money for more inventions. He wanted everyone to use it.

- 3 They sold some of their things. They also got money from Steve's friend Ron Wayne. Ron became part of the company too.
- 4 **Example answer:** They built them in Steve's parents' house and garage. They built them there because they did not have much money. Also, Paul Jobs liked building and fixing things, and, because of this, maybe his garage was a good place to build things.
- 5 Apple launched the Apple II. It was the world's first colour computer.

CHAPTER FIVE

- 1 He argued with people. He often got angry, and he could be rude to people.
- 2 They are parts of a company.
- 3 It was cheaper, and it was very easy to use. It also looked good. It had fonts, games, pictures and lots of other things. And it could speak!
- 4 They were new bits of technology. Their design was beautiful, and they made people happy.

CHAPTER SIX

- 1 He argued with the boss of Apple and other people. They had different ideas about the company.
- 2 It was a computer for businesses and colleges. It had brilliant software, and it brought a lot of good ideas to the world of computers. It did not sell well because it was very expensive.
- 3 The Graphics Group made computers and software, and it did brilliant things with pictures and animation.

CHAPTER SEVEN

- 1 He started to look for his birth mother.
- 2 Steve's birth father was called Abdulfattah. He had a lot of restaurants.
- 3 He married Laurene Powell. They had three children together.
- 4 Steve became the boss of Apple in 2000.

CHAPTER EIGHT

- 1 He launched the iPod.
- 2 **Example answer:** For the first time, people could buy and keep music on their computers. They did not need CDs, and they could carry and "shuffle" a lot of music with them on the small iPod. This changed the world of music.
- 3 It had an iPod inside it. It also had a camera, the internet, emails, messages, a video player and games.
- 4 It was a thin, beautiful tablet. App designers could do more exciting things because the iPad had a bigger screen.

CHAPTER NINE

- 1 Because he was very ill. He had cancer (of the pancreas).
- 2 He left Apple for the last time on 24th August 2011.
- 3 **Example answer:** People liked to work with him because he had lots of new and brilliant ideas. He was an inventor, a businessman and an artist. He worked hard, and he wanted his products to be the best.
- 4 He always finished his launches with the same three words. He said, "One more thing . . ." and then he started the most exciting part of his launch.

After-reading questions

1 **Example answer:** Apple computers were easy to use. They were also smaller than other computers at the time, and they were not very expensive. Before this, people were frightened of computers and Steve changed that. Steve was very good at talking and showing his products to people. Apple computers also looked good, and people were happy to buy them.

2 **Example answer:** Steve was a brilliant inventor, but he could be difficult to work with. Sometimes, he was rude. He liked to control everything. He thought differently about the world.

3-5 *Reader's own answers.*

Exercises

CHAPTER ONE

- 1 1 g 2 e 3 b 4 f
5 a 6 d 7 c

CHAPTER TWO

- 2 1 false
2 true
3 false
4 false
5 true
6 false

CHAPTER THREE

- 3 1 Reed College is **in** Portland, Oregon.
2 College was not a great place **for** Steve.
3 Steve was difficult to work **with**.
4 Steve liked to think **about** life and the world.
5 In 1974, Steve travelled **to** India.
6 He stayed **on** a friend's apple farm.

CHAPTER FOUR

- 4 1 **What** did Wozniak learn a lot about at the Homebrew Computer Club?
He learned a lot about very small computers.
- 2 **When** were Steve and Wozniak ready to show their new computer?
They were ready to show their new computer in 1976.
- 3 **Why** did Steve and Woz choose a “friendly” word for their business?
At the time, people were frightened of computers.
- 4 **Who** designed the Apple logo?
Rob Janoff designed the Apple logo.
- 5 **How many** Apple IIs did they sell in sixteen years?
They sold nearly six million.
- 6 **Where** did Apple move to in 1978?
 Apple moved to an office in Cupertino.

CHAPTER FIVE

- 5 1 e 2 d 3 b 4 f 5 c 6 a

CHAPTER SIX

- 6 1 Steve argued with the **boss** of Apple.
- 2 Steve left Apple and started another **company** called NeXT.
- 3 Steve was on stage for three hours at the **launch** for the NeXT computer.
- 4 The NeXT computer had brilliant **software**.
- 5 Steve loved the Graphics Group’s work because it brought **art** and technology together.
- 6 Pixar made **animation** easier and changed the world of cinema.

CHAPTER SEVEN

- 7 1 In 1986, Steve found his birth mother, **Joanne**.
- 2 **Mona** was Steve’s birth sister.
- 3 Steve never wanted to meet his birth father, **Abdulfattah**.
- 4 Steve married **Laurene** at Yosemite National Park.
- 5 Their son was called **Reed**.

CHAPTERS EIGHT AND NINE

- 8 1 Steve **stood** on the stage and held up the iPod.
- 2 Before the iPod, people **carried** bigger and heavier CD players.
- 3 Steve usually **wore** a black roll-neck sweater, jeans and trainers.
- 4 In 2003, the iTunes store **sold** 25,000,000 songs.
- 5 Apple **made** many different iPods.
- 6 Steve **became** ill with cancer.
- 7 Steve **died** on 5th October 2011.

Project work

Reader’s own answers.