APPLE and Steve Jobs

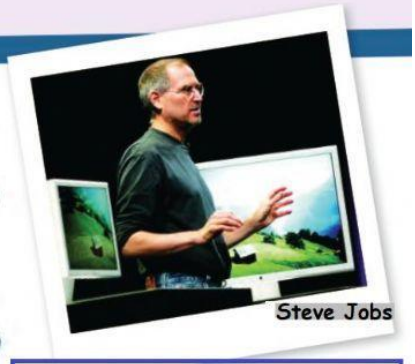
Listen and complete:

On 1st April, _____ , three men named Steve Jobs, Steve Wozniak and Ronald Wayne founded a _____ company. Their idea was to create a computer for _____ people, a revolutionary idea because, before that, most computer companies created computers for _____ .

The three founders of this new company had a completely _____ philosophy: to give regular people access to all of the magic of modern _____ . They didn't know it at that time, but their company was going to be a big success. Nowadays, the company is one of the _____ and most popular in the world: Apple Inc.

Apple's first success was the personal computer, but in _____ , they decided to move in a different direction, and created an MP3 _____ called the iPod. After music, they moved on to the world of communication, and in 2007, they _____ the iPhone.

Apple is based on the simple _____ that regular people can do great things with technology. Their _____ proves that this is true.



Steve Jobs

2001	invented	different
normal	biggest	
		success
computer	idea	
		businesses
technology		
	1976	player

Listen again and choose the correct option:



1 **Three men founded Apple.**
Two men founded Apple.
Three women founded Apple.

2 **They founded Apple in 2001.**
They founded Apple in 1967.
They founded Apple in 1976.

3 **Their philosophy was to make computers for rich people.**
Their philosophy was to make computers for businesses.
Their philosophy was to make computers for regular people.

4 **Their company was a big success.**
Their company was a bad idea.
Their company was not popular.



5 **Apple's success was based on a complicated idea.**
Apple's success was based on a simple idea.
Apple's success was based on a false idea.

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