

# APPLE and Steve Jobs



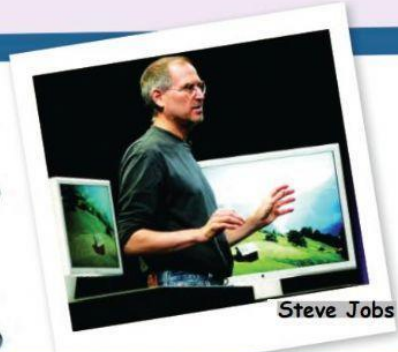
## Listen and complete:

On 1<sup>st</sup> 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.



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

## Listen again and choose the correct option:

- Three men founded Apple.  
Two men founded Apple.  
Three women founded Apple.
- They founded Apple in 2001.  
They founded Apple in 1967.  
They founded Apple in 1976.
- 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.
- Their company was a big success.  
Their company was a bad idea.  
Their company was not popular.
- 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.

