

## Who was Steve Jobs? Chapter 3 – Part 2

### Read the sentences and match

|  |   |
|--|---|
| Steve hired a team of engineers...           | ... in 1984.  |
| They had a pirate flag...                    | ... was SJ's power of persuasion.                           |
| People didn't like to work with Steve...     | ... to build the Macintosh.                                 |
| The RDF (reality distortion field) ...       | ... because it wasn't just for scientists.                  |
| John Sculley was...                          | ... to show it's good to break rules.                       |
| Steve introduced the Macintosh...            | ... because he smelled bad.                                 |
| It was the computer "for the rest of us" ... | ... the head of Coca-Cola who then started working with SJ. |

### Choose the correct option / options

- a. Why did an employee call the Macintosh "a Honda with a one-gallon gas tank"?
  - I. Because of the fonts and the writing styles.
  - II. Because it was a great machine but it didn't have enough memory.
- b. Why wasn't the Macintosh a giant hit?
  - I. People weren't so interested in buying home computers.
  - II. The first commercial during the Super Bowl was a disaster.
  - III. People sometimes chose buying computers from other companies.
- c. What was John Sculley idea to sell more computers?
  - I. Make computers for businesses, and not for people's homes.
  - II. Make computers that worked with products made by other companies.
  - III. Make more commercials with advertising agencies.
- d. Why did Steve leave Apple?
  - I. He lost all the power he had there.
  - II. He couldn't make Apple's board fire Sculley.
  - III. He was unhappy in his new office.

As you know, Macintosh was released in 1984. There's also a novel with that title that talks about a "Big Brother" that sees and controls everything and talks to people through a big screen. Look at SJ's commercial!