

a volunteer firefighter

TED TALKS

MARK BEZOS got a Bachelor of Science (BSc) degree in advertising and public relations from Texas Christian University in 1992. After he completed his studies, he took a job in an advertising company. He moved through several companies, became an account manager, and finally a vice president at Renegade, LLC, a New York-based social media and marketing agency. In 1999, Bezos and his business partner David Nathanson started the Bezos Nathanson Marketing Group. Seven years later, they sold the business to a larger advertising company – EastWest Creative – and Bezos joined Robin Hood, a poverty-fighting charity in New York City, as the Senior Vice President of Development, Communications and Events – a role in which he felt excited to have found a way to use his sales skills to do good. In 2012, Bezos became a volunteer captain in the Scarsdale Volunteer Fire Company in Westchester County, New York, where he lives with his wife and four children.



1 Read the text. Answer the questions.

- 1 What subject did Bezos study at university?

- 2 What two jobs did he have before he started his own company? _____
- 3 What event ended Bezos's work with Bezos Nathanson Marketing Group? _____
- 4 How is Bezos's current employer different from the companies he has worked for in the past?

2. Read the texts and do aftertext tasks.

▶ Dan Ariely: What makes us feel good about our work?

Why do we work? Many people would say money, but it isn't just that. It's not exactly pleasure either. It seems that most of us enjoy making progress and feeling that our work is useful. **Economist** Dan Ariely presents two surprising experiments that show our unexpected attitudes towards work.

▶ Daniel Goleman: Why aren't we more compassionate?

Daniel Goleman, **author** of *Emotional Intelligence*, asks why we don't show love and care more often.

▶ Ric Elias: Three things I learned while my plane crashed

Marketing executive Ric Elias had a front-row seat on Flight 1549, the plane that crash-landed in the Hudson River in New York in January 2009. What went through his mind as the plane went down? At TED, he tells his story.

▶ Larry Smith: Why you will fail to have a great career

In this funny and very direct talk, economics **professor** Larry Smith shares the silly excuses some people invent when they fail to follow their dreams.

2 Other TED speakers are interested in topics similar to Marc Bezos's TED Talk. Read the descriptions of four TED Talks at the top of page 5. In your opinion, which is the best title for this playlist, a, b or c?

- a What we can learn from hard times
- b Failure and how to avoid it
- c There's more to life than work

3 Read the TED playlist again and answer the questions.

- 1 Which speaker talks about the reasons why people follow – or don't follow – their dreams? _____
- 2 Which speaker tells the story of a life-changing experience? _____
- 3 Which speaker focuses mostly on work and our reasons for working? _____
- 4 Which speaker talks the most about people's feelings? _____

4 Find a **highlighted** job in the TED playlist to match each description. A person who ...

- 1 writes books _____
- 2 advertises and promotes products or services _____
- 3 studies money and money systems _____
- 4 teaches in a university _____