

TASK 1 Find in the text the words defined by the following:

Par 1+2

1. _____ = not to get involved in sth
2. _____ = (adv) is or was sure to happen
3. _____ = 1. remove a cloth from sth, 2. show or announce publicly for the first time
4. _____ = to take part in sth and try to win
5. _____ = a small profitable segment of the market

Par 3+4

1. _____ = invitation or call to take part in a game, fight, etc.; a difficult task
2. _____ = imaginable, thinkable
3. _____ = clearly, exactly, openly
4. _____ = never having happened, been done or been known before

Par 5+6

1. _____ = to sell more than the competitor
2. _____ = not able to move or continue doing sth
3. _____ = to change sth from one form or use to another
4. _____ = dominant, neither traditionally or modern, preferred by the majority
5. _____ = an unexpected change or development (e.g. in a story)
6. _____ = to connect to the electricity supply
7. _____ = a piece of equipment that is connected to a computer
8. _____ = true or invented reason given to explain or defend one's behaviour

Par 7+8

1. _____ = lack of vigour, lethargy
2. _____ = to respect
3. _____ = carefully chosen

TASK 2 Answer the questions:

1. Who is Steve Jobs?
2. What is cool about the way Mr Jobs behaves each January?
3. What do Apple products have in common?
4. How has this January been different from previous Januaries for Mr Jobs?
5. Which product made Mr Jobs's vision doable?
6. What seems to be the biggest problem for Apple and what appears to be the solution to it?
7. What is Mr Jobs's most radical product and what is revolutionary about it?
8. Why is leaving out peripherals in their new computers a clever move?
9. What other practical steps have Mr Jobs taken to conquer the global market?
10. Who leads the market for online music?