

ARTICLE UNIT 12

1. Who is Steve Jobs?
2. What significant event takes place at the beginning of every year in LV?
3. What event does Mr. Jobs take part in? What does he do there?
4. What did he announce this year? What encouraged him to do so? What is his position now? How does he want to change it?
5. What makes his plans conceivable?
6. What was the iPod's biggest competing product?
7. What market share does he want to get with the iPod Shuffle?
8. What contributes most to the revenues of the company?
9. What is the Apple's global market share in PCs?
10. What is the latest product?
11. What is the BYODKM? What does it allow the buyers to do?
12. How expensive should it be?
13. What is the message to customers who may be interested in switching to Apple?
14. What is the strategy behind the new device?
15. What has he introduced to distribute the products to the global market?
16. How should car makers enhance Mr Jobs' plan to become one of the leading companies on the market?
17. What is Jobs' involvement in Pixar?
18. How does he try to defend itself from the competitors?