

Article p. 51 - workbook

1. What is so surprising about Mr. Jobs and Mr. Otellini embracing each other?
2. What companies do they represent?
3. What announcement did they make at the Apple conference?
4. Why did it come as a shock to the audience?
5. What makes Intel's chips better suited to Apple's plans?
6. What did IBM refused to give Mr. Jobs?
7. How will the decision affect IBM?
8. What contracts has IBM won?
9. How important is the contract for Intel?
10. What might cause possible drawbacks to the deal?
11. What can customers expect to happen in the future?