

**A memorable quote from Steve Jobs**

Steven Paul "Steve" Jobs (February 24, 1955 – October 5, 2011) was an American inventor and businessman widely recognized as a charismatic pioneer of the personal computer era. He was co-founder of Apple Inc, co-founder of Pixar Animation Studios, and member of the board of directors of the Walt Disney Company.

Steve studied Zen Buddhism in his youth. He often said that he thought of becoming a monk up in a monastery in Japan instead of starting Apple, but his guru Kobun Chino convinced him otherwise.

His favourite musician was definitely Bob Dylan, whose tunes he played throughout his youth with his guitar at home. Steve also loved The Beatles and Grateful Dead, all part of the rock scene of the 1960s. He described himself as an audiophile: after he became rich, one of the only pieces of furniture he bought was a \$100,000 stereo system.

Steve loved photography, too. For a long time his home was only decorated with large black-and-white photographs of cultural icons such as Einstein, or the California landscape, mostly by Ansel Adams. He also had Japanese prints.

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*Steve Jobs, the co-founder of Apple, passed away earlier this month at the age of 56.*

*Jobs, who brought the iPod, iPhone, iPad, Macintosh Computers and computer animation films to the world, influenced and inspired many people.*

*He once said: "Being the richest man in the cemetery doesn't interest me. Going to bed at night saying we've done something wonderful, that's what matters to me."*

From a newspaper published in October 2011

**A1. Steve Jobs ...**

**T F**

- A) died in 2011
- B) was born in 2011
- C) was born in 1955
- D) is still alive

**A2. Steve Jobs ...**

**T F**

- A) was from USA
- B) invented personal computer
- C) played an important role in the personal computer era
- D) was the co-founder of an important American multinational corporation

**A3. Steve jobs ..... Zen Buddhism**

- A) didn't mind
- B) couldn't stand
- C) enjoyed
- D) hated

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**A4. Why didn't Steve Jobs become a monk?**

- A) because he liked Apple
- B) because a guru convinced him to give up
- C) because he studied Zen Buddhism in his youth
- D) because he lived in Japan

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**A5. When he was young Steve Jobs ... T F**

- A) played the guitar
- B) liked Bob Dylan
- C) was a musician
- D) loved rock music

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**A6. "Audiophile" means**

- A) a person who is specialized in high-end audio electronics
- B) a person who is rich in audio reproduction pieces of furniture
- C) a hobbyist who seeks high-quality audio reproduction at home
- D) a person who likes stereo systems

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**A7. The term "cultural icons" refers to ...**

- A) people with great cultural significance to a wide cultural group
- B) physicists like Einstein
- C) photographers like Anselm Adams
- D) photographs of famous people

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**A8. Steve Jobs died when he was .....**

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**A9. Many people were ... by Steve Jobs**

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**A10. What's the sense of Steve's memorable quote? T F**

- A) doing something meaningful is more important than being rich
- B) being rich is of great interest
- C) what is important is going to bed at night
- D) what is important is to do something great