Steve Jobs

# The story of Steve Jobs

Steve Jobs was crippled by rejection his whole life. He was given up for adoption as

soon as he was born. His parents were unwed and too young to care for him. He was

soon adopted by working class couple Paul and Clara Jobs.

Steven was a gifted student, but he struggled every day to make friends. He was teased

often and spent most of his time alone. He took up competitive swimming instead and

shied away from team sports.

With no friends to play with after school, Steve and his father took apart old cars and put them

back together, but it was during this time that Steve developed his keen eye for detail - a value

that would eventually set him apart from the rest. Early on, he developed a simple and bold

trick that helped steer him to early success.

Every morning, he stood in front of the mirror and asked himself one question: “If today were

the last day of my life would I want to do what I'm about to do?” If he answered “No” too many

days in a row, he knew he had to change what he was doing and meeting fellow outcast

Steve Wozniak was just the change he needed to start honing his vision. Wozniak and

Steve shut themselves in Steve's garage one summer, churning out every ridiculous invention

they could think of. Their invention, the “blue box”, allowed users to make long-distance calls for

free. Pranksters at heart, they tested out their invention by calling the Vatican with fake

accents.

This was followed up by the duo’s first computer: “The Cream Soda Computer”, named after

their favorite drink, which led to the birth of the very first Apple Machine. Notorious for his

intensive perfectionism, Steve labored tirelessly over every little detail insisting that the

inside of his computers be as beautiful as they were on the outside.

It took over 3 years to release the first Macintosh computer. Many found his drive for beauty,

perfection and innovation intimidating, and he was soon booted from his own company.

Despite the shocking betrayal, Steve did not give up.

He doubled down on his vision and spent the next 12 years perfecting his ideas and even sold

furniture to fund a new company. With Steve gone, Apple struggled to make profit while

competing with Microsoft. Seeing an opportunity, Steve made the painful decision to befriend

the company that rejected him with new ideas and propose a deal. On the verge

of bankruptcy, Apple jumped at the deal and Steve swooped in to save the company. The

following year, Steve unveiled the iMac - a revolutionary in tech. Apple went on to dominate

the industry with every product they released. “Carrying 1000 songs in your pocket” was

practically unheard of before the iPod. The iPhone ushered in a new age of mobile

computing and redefined how we surfed the web – making Apple the world’s first trillion

-dollar company.

# Vocabulary

|  |  |
| --- | --- |
| **English** | **German** |
| to cripple | Lähmen |
| rejection | Ablehnung |
| unwed | Unverheiratet |
| to struggle | Sich schwer tun |
| to tease sb | Jemanden hänseln |
| competitive | Wettbewerblich |
| to shy | Scheuen |
| to take apart | Zerlegen |
| to develop | Entwickeln |
| to steer | Steuern |
| outcast | Ausgestoßener, Außenseiter |
| to hone | Feinschleifen, verbessern |
| to churn out | Abliefern, am Laufenden Band produzieren |
| invention | Erfindung |
| long distance call | Langstrecken anruf |
| prankster | Witzbold, Schelm |
| to labor | Arbeiten, sich abmühen |
| to release | Freigeben, veröffentlichen |
| intimidating | Einschüchternd |
| to boot sb | Jemanden entlassen |
| betrayal | Verrat |
| to fund | Finanzieren |
| opportunity | Gelegenheit |
| to befriend | Anfreunden |
| to reject | Ablehnen |
| to propose | Vorschlagen |
| verge | Rand, Schwelle |
| to unveil | Enthüllen |
| to usher | einführen |
| trillion | Billion, Trillion |

# True or False?

* Steve Jobs was a very poor student but had many friends.
  + False
* Steve Jobs developed an eye for detail whilst rebuilding cars with his father.
  + True
* Steve Jobs had a daily ritual to keep himself doing things about which he was passionate.
  + True
* Steve Jobs couldn’t find the motivation to invent new appliances and tools but was able to keep his job with his company anyway.
  + False
* Thanks to Steve Jobs, Apple was saved from bankruptcy, and we have inventions like the Mac, iPhone, and iPod.
  + True