

Steve Jobs

Few people can claim¹ to have helped change and alter² the face of³ modern technology as much as Steve Jobs. Worth an estimated⁴ USD 8.3 bln, the co-founder⁵ and chief executive⁶ of Apple Inc. is an interesting character⁷ and in this issue's Business Profile we take a closer look. ►

¹ **to claim** | twierdzić

² **to alter** | zmienić, odmienić

³ **the face of sth** | oblicze czegoś

⁴ **to estimate** | oszacować

⁵ **co-founder** | współzałożyciel

⁶ **chief executive** | dyrektor naczelny

⁷ **character** | postać, osoba

Born in San Francisco on February 24, 1955, Jobs always showed a particular⁸ interest in⁹ technology – hardly surprising¹⁰, seeing as he grew up during a time when Silicon Valley¹¹ was beginning to emerge¹² as a major force.

After finishing high school, he enrolled at¹³ Portland's Reed College. However, it wasn't long before he dropped out¹⁴ and spent a lot of time 'discovering¹⁵ himself', going on bizarre¹⁶ diets (one consisted of¹⁷ nothing but fresh fruit), travelling to India and learning more about Oriental¹⁸ mysticism.

He did, however, continue to take various audit courses¹⁹ at the college, such as calligraphy, which he has since stated²⁰ helped him in later years. "If I had never dropped in on²¹ that single course in college, the Mac²² would have never had multiple²³ typefaces²⁴ or proportionally spaced²⁵ fonts²⁶."

In 1976, Jobs joined forces with²⁷ close friend Stephen Wozniak (known to his pals²⁸ as 'Woz') and Ronald Wayne to found the company that he is most renowned for²⁹.

Eight years later, Jobs unveiled³⁰ the first-ever³¹ Macintosh to the world and an advert³² entitled³³ '1984' was produced which grabbed³⁴ the public's³⁵ attention. The ad, based on George Orwell's highly-acclaimed³⁶ book of the same name and directed by Ridley Scott, is still perhaps one of the most well-known³⁷ commercial³⁸ of the last 30 years.

Completely ahead of its time³⁹, the Macintosh went on to become⁴⁰ the first successful⁴¹ home computer which used a graphical user interface⁴² and received⁴³ plaudits⁴⁴ from many in the business.

Despite⁴⁵ initially⁴⁶ promising sales, things began to dwindle⁴⁷ and Jobs was told by CEO John Sculley (whom Jobs had poached⁴⁸ from Pepsi-Cola) that while he could remain⁴⁹ as chairman, there would be nowhere for him to go on the managerial⁵⁰ front.

After the huge blow⁵¹, Jobs fell in with⁵² a group of computer graphic designers⁵³ and bought The Graphics Group from George Lucas for USD 10 mln. The company, which eventually⁵⁴ became Pixar, went on to help produce such blockbusters⁵⁵ as Toy

Story, Monsters, Inc. and Finding Nemo.

Another computer company started up⁵⁶ by Jobs was known as NeXT, but despite the innovative⁵⁷ system and influence⁵⁸ it has had on modern-day computers, sales were not great.

The release⁵⁹ of Windows 95 had a negative effect on Apple's sales and in 1996 the firm purchased NeXT for USD 429 mln, bringing Jobs back into the fold⁶⁰. Apple was able to use the technology created by NeXT and sales began to pick up⁶¹ again with Jobs steering the ship⁶².

Recent years have seen the company flourish⁶³ and develop a whole host⁶⁴ of cutting edge⁶⁵ products, such as the iPod, the iPad and the iPhone, which have continued to grab the attention of the more tech-savvy⁶⁶ members of the public.

When it comes to management style⁶⁷, Jobs is fairly⁶⁸ well-known for his apparent⁶⁹ aggressiveness leading Fortune magazine to write that he is "considered⁷⁰ one of Silicon Valley's leading egomaniacs⁷¹". According to⁷² former colleague Jef Raskin, Jobs "would have made an excellent⁷³ King of France".

⁸ **particular** | szczególny, specyficzny

⁹ **to show an interest in sth** | zainteresować się czymś, wyrazić zainteresowanie czymś

¹⁰ **hardly surprising** | nic dziwnego

¹¹ **Silicon Valley** | Dolina Krzemowa

¹² **to emerge** | pojawiać się, rozwijać

¹³ **to enroll at** | zapisać się (do szkoły, na uniwersytet)

¹⁴ **to drop out** | porzucić (studia)

¹⁵ **to discover** | odkryć

¹⁶ **bizarre** | dziwaczny, ekscentryczny

¹⁷ **to consist of** | składać się z

¹⁸ **Oriental** | orientalny, wschodni

¹⁹ **audit course** | kurs dla słuchaczy, kurs wolny

²⁰ **to state** | oświadczyć

²¹ **to drop in on sth** | wpaść na coś, wejść gdzieś przypadkiem

²² **Mac** | Mackintosh, tu: komputer osobisty Apple

²³ **multiple** | wieloraki, wielokrotny

²⁴ **typeface** | krój pisma

²⁵ **spaced** | rozstawiony, rozstrzelony (np. o czcionce)

²⁶ **font** | czcionka

²⁷ **to join forces with sb** | połączyć z kimś siły

²⁸ **pal** | kumpel

²⁹ **renowned for sth** | znany z czegoś

³⁰ **to unveil** | odsłonić (uroczyście)

³¹ **first-ever** | pierwszy (na świecie)

³² **advert (advertisement)** | reklama, ogłoszenie

³³ **entitled** | zatytułowany

³⁴ **to grab** | porwać, chwycić

³⁵ **the public** | opinia publiczna, ogół społeczeństwa

³⁶ **highly-acclaimed** | uznany, o wielkim prestiżu

³⁷ **well-known** | słynny, powszechnie znany

³⁸ **commercial** | reklama

³⁹ **(to be) ahead of one's time** | wyprzedzać swoją epokę

⁴⁰ **to go on to become** | stać się, zmienić się (w coś/w jakiś sposób)

⁴¹ **successful** | udany, odnoszący sukcesy

⁴² **graphical user interface (GUI)** | graficzny interfejs użytkownika, środowisko graficzne programu

⁴³ **to receive** | otrzymać

⁴⁴ **plaudits** | poklask, uznanie

⁴⁵ **despite** | pomimo

⁴⁶ **initially** | pierwotnie, początkowo

⁴⁷ **to dwindle** | maleć, kurczyć się

⁴⁸ **to poach sb/sth from sth** | skaperować kogoś skądś (np. z innej firmy), ukraść coś skądś

⁴⁹ **to remain** | pozostać

⁵⁰ **managerial** | kierowniczy

⁵¹ **huge blow** | potężny, dotkliwy cios

⁵² **to fall in with sb** | przyłączyć się do kogoś

⁵³ **designer** | projektant

⁵⁴ **eventually** | w końcu, ostatecznie

⁵⁵ **blockbuster** | hit, przebój

⁵⁶ **to start up** | założyć (np. interes)

⁵⁷ **innovative** | nowatorski

⁵⁸ **influence** | wpływ

⁵⁹ **release** | publikacja, wydanie

⁶⁰ **to bring sb back into the fold** | sprowadzić kogoś z powrotem na łono (np. rodziny)

⁶¹ **to pick up** | zyskać, zyskiwać

⁶² **to steer the ship** | sterować, być u steru

⁶³ **to flourish** | kwitnąć, dobrze prosperować

⁶⁴ **host** | mnóstwo, chmara

⁶⁵ **cutting edge** | nowatorski, torujący nowe drogi

⁶⁶ **tech-savvy** | znający się na technologiach

⁶⁷ **management style** | styl zarządzania

⁶⁸ **fairly** | całkiem

⁶⁹ **apparent** | widoczny, oczywisty

⁷⁰ **(to be) considered sth** | (być) uznawanym za coś/kogoś

⁷¹ **egomaniac** | egocentryk

⁷² **according to** | zgodnie z, według

⁷³ **excellent** | doskonały, wspaniały



Steve Jobs

Full name: Steven Paul Jobs

Age: 56

Nationality: American

Residence¹²⁰: Palo Alto, California, U.S.

Alma mater¹²¹: Reed College (drop-out)

Current Position: CEO, Apple Inc. (currently on medical leave of absence²²)

Majority Stake: The Walt Disney Company

Salary¹²³: USD 1 per annum

Net²⁴ **worth:** USD 8.3 billion (2011)

Top 100 (by wealth): 43rd (2009-2010)

Spouse¹²⁵: Laurene Powell

Children: Lisa Brennan-Jobs (from relationship with Chrisann Brennan), Reed Paul, Erin Sienna and Eve

¹²⁰ **residence** | miejsce zamieszkania

¹²¹ **alma mater** | (*fac.*) Alma Mater, uczelnia macierzysta

¹²² **leave of absence** | urlop, zwolnienie (np. lekarskie)

¹²³ **salary** | pensja

¹²⁴ **net** | netto

¹²⁵ **spouse** | małżonek/małżonka

The relationship⁷⁴ between Jobs and Microsoft chairman⁷⁵ Bill Gates is one of fascination for many and much has been written about how the two actually get on⁷⁶. While both appear⁷⁷ to treat each other with dignity⁷⁸ and respect⁷⁹, it's difficult to get around⁸⁰ the fact that they are two of the biggest rivals on the planet.

On more than one occasion, Jobs has been heard slagging off⁸¹ the rival firm, hitting out at⁸² its lack of taste⁸³.

“The only problem with Microsoft is they just have no taste. They have absolutely no taste. And I don't mean that in a small way, I mean that in a big way, in the sense that⁸⁴ they don't think of original ideas, and they don't bring much culture into their products.”

Another time, he even went as far as to⁸⁵ suggest that the chairman should perhaps have tried drugs⁸⁶ in his younger years, saying that “Bill Gates'd be a broader⁸⁷ guy if he had dropped acid⁸⁸ once or gone off⁸⁹ to an ashram⁹⁰ when he was younger.”

He was also involved in⁹¹ a public spat⁹² with Dell Computers CEO Michael Dell, following⁹³ ►

⁷⁴ **relationship** | związek

⁷⁵ **chairman** | przewodniczący, prezes

⁷⁶ **to get on** | być w dobrych stosunkach (z kimś)

⁷⁷ **to appear** | wydawać się

⁷⁸ **dignity** | godność

⁷⁹ **respect** | szacunek

⁸⁰ **to get around sth** | pominąć coś, obejść coś

⁸¹ **to slag sb off** | obsmarowywać kogoś

⁸² **to hit out at sth** | ostro coś skrytykować

⁸³ **lack of taste** | brak wyczucia, brak smaku

⁸⁴ **in the sense that** | w znaczeniu, w tym sensie, że...

⁸⁵ **to go as far as to do sth** | posunąć się (aż) do czegoś

⁸⁶ **drugs** | narkotyki

⁸⁷ **broad** | liberalny, otwarty

⁸⁸ **to drop acid** | brać LSD

⁸⁹ **to go off somewhere** | pójść gdzieś, wyjść dokądś

⁹⁰ **ashram** | aśrama

⁹¹ **to be involved in sth** | być w coś zaangażowanym, wplątany

⁹² **spat** | kłótnia, sprzeczka

⁹³ **following sth** | w następstwie czegoś

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Interesting facts:

- Steve Jobs is a **pesceterian**¹²⁶ – he can eat fish, but not meat. His **wacky**¹²⁷ diets included even only eating fresh fruit, and when he **was first diagnosed with**¹²⁸ a **mild**¹²⁹ form of pancreatic cancer, he tried **to fight it off**¹³⁰ with just a diet.
- Unlike Bill Gates, Steve Jobs isn't all that **charitable**¹³¹. In fact, in 1997, after coming back to Apple, Steve had **cancelled**¹³² all corporate **philanthropy**¹³³ projects.
- In the 1990's Steve Jobs **earned**¹³⁴ more from Pixar Animation Studios' films (now under The Walt Disney Company) than from computer technology.
- Despite being currently **ranked**¹³⁵ as the 43rd wealthiest man in America, Steve's salary is just a dollar a year.
- Jobs' allusions to Gates' not being "**open-minded**¹³⁶" enough **stem from**¹³⁷ Steve's own experiments with **mind-altering**¹³⁸ drugs like LSD and from his **enlightening**¹³⁹ trip to India.
- Steve is a **remarkable**¹⁴⁰ salesman and a very **charismatic leader**¹⁴¹; in fact, his presentations and business **keynotes**¹⁴² are usually **dubbed**¹⁴³ a "reality **distortion**¹⁴⁴ field", since he can **convince**¹⁴⁵ his employees to work with passion and **commitment**¹⁴⁶ **against any odds**¹⁴⁷.
- Steve Jobs **holds** more than 230 **patents**¹⁴⁸ for **various**¹⁴⁹ **inventions**¹⁵⁰ **ranging**¹⁵¹ from computer hardware to user interfaces.

¹²⁶ **pesceterian** | osoba przestrzegająca diety rybnej (bez mięsa)

¹²⁷ **wacky** | kopnięty, szurnięty

¹²⁸ **to be diagnosed with sth** | mieć rozpoznane schorzenie, wykryć coś u kogoś

¹²⁹ **mild** | łagodny

¹³⁰ **to fight sth off** | zwalczyć coś

¹³¹ **charitable** | dobroczynny

¹³² **to cancel** | anulować

¹³³ **philanthropy** | filantropia, dobroczynność

¹³⁴ **to earn** | zarobić

¹³⁵ **ranked** | plasujący się, sklasyfikowany

¹³⁶ **open-minded** | otwarty, wolny od uprzedzeń

¹³⁷ **to stem from sth** | wywodzić się skądś, brać się z czegoś

¹³⁸ **mind-altering** | odurzający, halucynogenny

¹³⁹ **enlightening** | pouczający

¹⁴⁰ **remarkable** | niezwykły

¹⁴¹ **charismatic leader** | charyzmatyczny przywódca

¹⁴² **keynote** | główna myśl, *tu*: przemówienie

¹⁴³ **dubbed** | nazwany, ochrzczone mianem

¹⁴⁴ **distortion** | zniekształcenie, wypaczenie

¹⁴⁵ **to convince** | przekonać

¹⁴⁶ **commitment** | oddanie, poświęcenie

¹⁴⁷ **against the odds** | (walczyć) z przeciwnościami

¹⁴⁸ **to hold a patent** | mieć patent

¹⁴⁹ **various** | różnorodny, rozmaity

¹⁵⁰ **invention** | wynalazek

¹⁵¹ **to range** | sięgać, obejmować, znajdować się w zakresie

a comment he made when asked how he would **act**⁹⁴ if the **then-troubled**⁹⁵ Apple corporation was in his hands. "I'd **shut it down**⁹⁶ and give the money back to the **shareholders**⁹⁷," was Dell's **reply**⁹⁸, which **sparked**⁹⁹ a public **war of words**¹⁰⁰ between the two.

In 2003, Jobs was told he had **pancreatic cancer**¹⁰¹ (**fortunately**¹⁰² not the **fatal**¹⁰³ kind) but **refused**¹⁰⁴ to

undergo¹⁰⁵ **surgery**¹⁰⁶ for nine months, choosing instead **to stick to**¹⁰⁷ a special diet which he claimed would **cure**¹⁰⁸ him.

Although recently people have **commented on**¹⁰⁹ Job's **appearance**¹¹⁰ (stating that he is becoming thinner and thinner), Apple has produced and **announced**¹¹¹ some of its most innovative products over the last few years and it seems the man **at the**

helm¹¹² **is in no rush to**¹¹³ **give up**¹¹⁴ his **day job**¹¹⁵ just yet.

"I mean, some people say, 'Oh, God, if [Jobs] got **run over**¹¹⁶ by a bus, Apple would be in trouble.' And, you know, I think it wouldn't be a party, but there are really **capable**¹¹⁷ people at Apple. My job is to make the whole **executive team**¹¹⁸ good enough to be **successors**¹¹⁹, so that's what I try to do." ■

⁹⁴ **to act** | działać, postępować

⁹⁵ **then-troubled** | mający wówczas trudności, borykający się z problemami w tamtych czasach

⁹⁶ **to shut sth down** | zamknąć coś, wyłączyć

⁹⁷ **shareholder** | udziałowiec

⁹⁸ **reply** | odpowiedź

⁹⁹ **to spark sth (off)** | zapoczątkować coś, wywołać coś

¹⁰⁰ **war of words** | wojna na słowa

¹⁰¹ **pancreatic cancer** | rak trzustki

¹⁰² **fortunately** | szczęśliwie

¹⁰³ **fatal** | śmiertelny

¹⁰⁴ **to refuse** | odmówić

¹⁰⁵ **to undergo sth** | przejść coś, zostać poddanym czemuś

¹⁰⁶ **surgery** | chirurgia, zabieg chirurgiczny

¹⁰⁷ **to stick to sth** | trzymać się czegoś

¹⁰⁸ **to cure** | uzdrowić

¹⁰⁹ **to comment on sth** | skomentować coś

¹¹⁰ **appearance** | wygląd

¹¹¹ **to announce** | ogłosić

¹¹² **at the helm** | u steru

¹¹³ **to be in a/no rush to do sth** | (nie) spieszyć się ze zrobieniem czegoś

¹¹⁴ **to give up** | poddać się, oddać coś

¹¹⁵ **day job** | praca zasadnicza, główny zawód

¹¹⁶ **to run over** | przejechać (coś/kogoś)

¹¹⁷ **capable** | zdolny, kompetentny

¹¹⁸ **executive team** | zespół kierowniczy

¹¹⁹ **successor** | następca