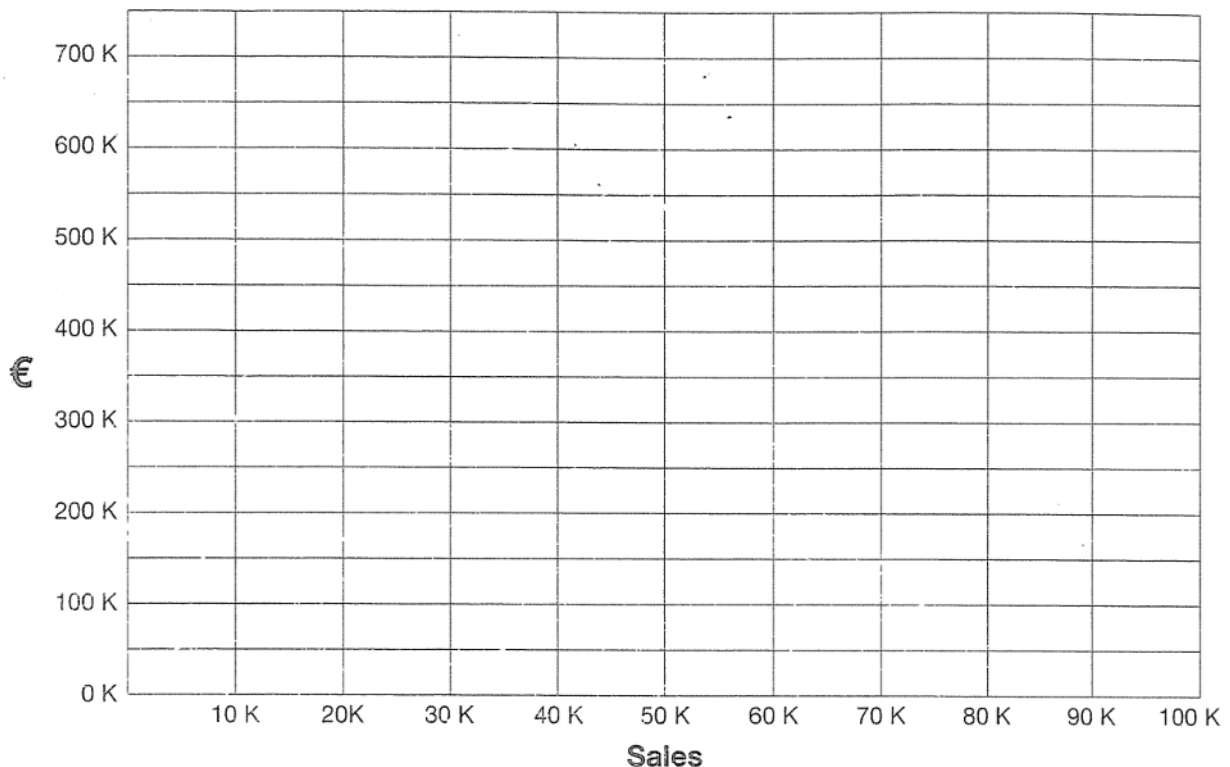


## Business fundamentals

### Reading (page 8, Exercise 2)

#### Breakeven analysis chart



## 1.2 Vocabulary: Education and career

### Listening and discussion (page 13, Exercise 13)

#### Speaker 1

Bob's situation is similar to that faced by Steve Jobs, who quit Apple Computer<sup>®</sup> in 1985. Jobs sold his shares and founded NeXT Computer. Although NeXT was never as successful as Jobs had hoped, in 1996 Apple<sup>®</sup> bought the company, and Jobs became CEO the following year. Under his guidance, Apple brought out the iMac<sup>®</sup> and the iPod; the rest, as they say, is history. When he died in 2011, Steve Jobs was thought to be worth over \$8 billion.

#### Speaker 2

Lucy finds herself in a similar situation to JK Rowling, who wrote most of her first Harry Potter<sup>™</sup> novel while she was unemployed or working part-time in Edinburgh cafés. After being rejected by twelve different publishers, Rowling's book was finally accepted, although her publisher advised her to get a part-time job as there wasn't much money in children's books. Her fortune is estimated at over \$1 billion, making her the first person ever to become a \$US billionaire by writing books.

#### Speaker 3

Mel's dilemma is similar to that faced by William Henry Gates III, now better known as one of the world's wealthiest individuals, worth over \$60 billion. In 1975, Gates dropped out of Harvard to pursue a career in software development with Paul Allen, his high school business partner. Together, they founded Micro-Soft<sup>®</sup>, which was later to become Microsoft Corporation<sup>®</sup>.