



BRANDS

Do you know these brands? Which other brands do you know?
Collect them on this sheet of paper.





Task 1 Read the text and fill in the words into the gaps.

The company

Apple was founded in 1973 by Steve Jobs, Steve Wozniak and Ron Wayne. They started their company in a small _____ with a capital of \$1300. Nowadays, they earn about 170 billion dollar (\$170.000.000.000) in a year (2012). Apple was one of the first _____ that developed PCs. They also played an important role in the invention of the computer mouse. Before this invention, people had to type everything that the computer should do for them with their keyboard. Today, Apple is most _____ for its iPod, iPhone and iPad.



The brand name

Steve Jobs was the one who had the _____ to call the company “apple”. The story is that, in this time, Steve was on a diet that only allowed him to eat _____. He thought that “apple” sounds friendly and lively. His partner Steve Wozniak (Ron Wayne had left the company very early) did not like the name “apple”. Steve Jobs gave Steve Wozniak the chance to think of a new name until 5 o’clock. They didn’t find a new _____, so today the company is still called “apple”.



The logo

The first apple logo was very _____ from the logo today. It showed Isaac Newton (the man who sat under an apple tree and, when an apple suddenly fell on his _____, discovered gravity). Steve Jobs and Steve Wozniak found this logo too _____ and too complicated, so they wanted another one. The next design was the apple we still see today. The first apple was in the colors of the _____. Today, it is usually in one color, for example in _____.



Critique

Apple was criticized because their workers had to work very long and very hard and did not get much _____ for their work. In 2006, 35% of the people still had had to work longer than allowed. In 2012, Apple started changing this so that in 2013, it was 5%.



In 2006, Apple was also criticized because the materials they used to produce their _____ were not environmentally friendly. They started working on this problem and became “a greener apple”, as Steve Jobs called it.

(Information from <http://de.wikipedia.org/wiki/Apple>)

different fruits products head famous name money detailed garage idea
black rainbow companies

Task 2 Translate the following words into your language.

company	
develop	
invention	
keyboard	
brand	
diet	
discover	
gravity	
produce	
environmentally friendly	

Task 3 Answer the following questions in full sentences.

Who started "Apple"? How much money did they have?	

Why is the company called "Apple"?	

Why did they change the first logo?	

What did some people not like about Apple?	