

## THEME 1 FUTURE JOBS READING SKILL

### **1. Read the text and answer the questions**

21st century has brought a handful of novelties with the help of innovations and inventions in technology. People living today owe a lot to the bold entrepreneurs of this century. Without them, life would be dull and more difficult for everyone. These entrepreneurs took risks, invested in the businesses that no one else had ever thought of, monitored and controlled the business activities and finally took the benefit of the new opportunity. Jeff Bezos, Larry Page and Sergey Brin are considered to be at the top of most successful young entrepreneurs of this century.

Jeff Bezos was born in 1964 and since his childhood, he has always been interested in computers. He studied computer science and electrical engineering at Princeton University and started his business career on Wall Street. Then, he quit his well-paid and respectful vice-presidency at a famous firm and founded his own company in 1995. At the beginning, the company only sold books online but in time, the business extended; therefore, nowadays, it sells almost everything that a consumer may want. One idea changed it all. He came up with a new virtual book selling company idea and this has brought him huge success and billions and at present people all around the world have access to the things they would like to purchase via his company.

Larry Page and Sergey Brin founded a well-known Internet search engine in 1998. Both were born in 1973 and met at Stanford University. Both students were completing their doctorates in computer science. At the beginning, they had nothing but a research project idea to create a search engine which listed the results according to popularity. Some friends laughed at their project and claimed that no one would use the engine. However, they trusted themselves and raised the necessary money for the investment and founded their company in 1998. Since then, it has become the most popular and profitable search engine with more than a trillion searches a day.

1. How did 21st century entrepreneurs become successful?
2. Why do you think Jeff Bezos quit a profitable job to start a risky business?
3. How did Larry Page and Sergey Brin start their company?
4. Which entrepreneur would you like to be like? Why?
5. What makes these three businessmen different from the others?