



Business Science Virtual Film Series

REFLECTION QUESTIONS

Respond to the following questions in a 2- to 3-page essay format and submit to your professor for grading.

1. Consider Jobs' perspective on education when he says: "The system breeds more of the system" and "some need it for validation." Is that true? Do entrepreneurs and successful business people need formalized education? Why or why not?
2. In an early business deal, Steve Jobs gets paid \$5k, but tells Woz they are only getting \$700. Is the foundation of Apple built on the betrayal of a friendship? Or is that just business? Explain.
3. In 1980, Jobs said: "Why do people buy an Apple? Because it's got bravado. It's social status. It's social currency." Has anything really changed since then? What is it about Apple that drives consumers to such loyalty. Define how a product creates "social status" and "social currency." What is it? And, how can other companies create "it," if at all?
4. You are a founding employee of Apple, and you are being offered no stock options. What do you think about that? What would you do – remembering that you don't have your now 20/20 hindsight.
5. Note the difference in Jobs' negotiating style from the early days of Apple's founding to after he was rehired. How does his style change or evolve? Both styles are effective, but which is better? Why?