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Level 6 – 27th April 2026

Apple CEO says 2012 Apple Maps was 'big mistake'

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<https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown as airports.

Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate enormous profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."

Sources: <https://www.usatoday.com/story/tech/news/2026/04/24/tim-cook-apple-maps-mistake/89772184007/>
<https://appleinsider.com/articles/26/04/23/apple-maps-was-tim-cooks-biggest-mistake>
<https://www.macrumors.com/2026/04/23/tim-cook-apple-maps-launch-his-really-big-mistake/>

WARM-UPS

1. MAPS: Students walk around the class and talk to other students about maps. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

Apple / CEO / tech giants / Apple products / map apps / competitors / drivers / errors
visionary / pioneer / profits / growth / lifestyle / device / achievements /wellness

Have a chat about the topics you liked. Change topics and partners frequently.

3. PAPER MAPS: Students A **strongly** believe paper maps are better than map apps; Students B **strongly** believe map apps are better. Change partners again and talk about your conversations.

4. BIG MISTAKES: What big mistakes have you made? How did you feel? What did you do about them? Complete this table with your partner(s). Change partners often and share what you wrote.

	Mistakes	How I Felt	What I Did
Shopping			
English			
Cooking			
Friends			
Money			
Fashion			

5. TECH: Spend one minute writing down all of the different words you associate with the word "tech". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. APPLE: Rank these with your partner. Put the best Apple products at the top. Change partners often and share your rankings.

- Apple Music
- iPad
- Apple Watch
- AirPods
- Vision Pro
- iPhone
- iMac
- Apple TV

VOCABULARY MATCHING

Paragraph 1

- | | |
|--------------|--|
| 1. outgoing | a. To leave or stop something, often politely. |
| 2. reflected | b. Very strange or unusual. |
| 3. bow out | c. Leaving an office or position. |
| 4. deemed | d. Thought about. |
| 5. reliable | e. Thought or decided by people. |
| 6. bizarre | f. Someone or something you can trust. |
| 7. faulty | g. Not working correctly or having a problem. |

Paragraph 2

- | | |
|------------------|---|
| 8. appointed | h. The best or highest in quality. |
| 9. succeeded | i. Chosen for a job or position. |
| 10. pioneer | j. The time someone spends in a job or position. |
| 11. tenure | k. With various parts or aspects linked or coordinated. |
| 12. superlative | l. Took over a job or industry from someone else. |
| 13. integrated | m. Something given to help make something better. |
| 14. contribution | n. A person who is one of the first to do something. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

1. Apple's Tim Cook has left his role as CEO. **T / F**
2. Tim Cook recommended non-Apple maps to people in 2012. **T / F**
3. Apple Maps was widely acclaimed upon its release. **T / F**
4. Apple Maps once directed people to bridges that did not exist. **T / F**
5. When Tim Cook took over as CEO, Apple was worth \$350 million. **T / F**
6. The Apple iPhone has earned Apple over \$4 trillion. **T / F**
7. Twenty per cent of the world population owns an Apple device. **T / F**
8. Of all Apple's products, Tim Cook is happiest with the Apple Watch. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|-----------------------|-------------------|
| 1. reflected | a. weird |
| 2. revealed | b. merged |
| 3. reliable | c. disclosed |
| 4. bizarre | d. malfunctioning |
| 5. faulty | e. accomplishment |
| 6. succeeded | f. thought about |
| 7. superlative | g. well-being |
| 8. integrated | h. replaced |
| 9. achievement | i. premier |
| 10. fitness | j. dependable |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--|-----------------------------|
| 1. Tim Cook has reflected on his time as | a. out of every five people |
| 2. Mr Cook will | b. less than perfect |
| 3. products he deemed to have been | c. mapping errors |
| 4. In particular, he singled | d. enormous profits |
| 5. due to faulty data and | e. CEO of Apple in 2011 |
| 6. Tim Cook was appointed | f. head of the tech giant |
| 7. It continues to generate | g. integrated in our lives |
| 8. roughly one | h. bow out as Apple boss |
| 9. Apple products are among the most | i. and wellness area |
| 10. in the health | j. out Apple Maps |

GAP FILL

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has (1) _____ on his time as head of the tech giant. Mr Cook will (2) _____ out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he (3) _____ out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more (4) _____ map apps from Apple's competitors. He said (5) _____ this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to (6) _____ places due to faulty data and mapping errors. These included non-(7) _____ bridges, businesses in the ocean, and fields of wheat (8) _____ as airports.

bow
reliable
reflected
shown
bizarre
existent
singled
admitting

Tim Cook was (9) _____ CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his (10) _____, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate (11) _____ profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle (12) _____. Today, (13) _____ one out of every five people on Earth uses an Apple device. Apple products are (14) _____ the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its (15) _____ on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and (16) _____ area."

choice
tenure
among
appointed
roughly
impact
enormous
wellness

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

- 1) Outgoing Apple CEO Tim Cook has reflected on his time as head of _____
 - a. the tech gigantic
 - b. the tech giants
 - c. the tech giant
 - d. the tech gaunt
- 2) He revealed which Apple products he deemed to have been _____
 - a. less than perfect
 - b. less that prefect
 - c. less than perfects
 - d. less that perfect
- 3) In 2012, he recommended using what he thought were more _____
 - a. reliance map apps
 - b. reliable map apps
 - c. reliability map apps
 - d. rely able map apps
- 4) Apple Maps was widely criticised upon its release for guiding drivers _____
 - a. to busier places
 - b. to bazar places
 - c. to blizzard places
 - d. to bizarre places
- 5) non-existent bridges, businesses in the ocean, and fields of wheat _____
 - a. shown as airports
 - b. shown was airports
 - c. shown has airports
 - d. shown is airports
- 6) Cook was appointed CEO of Apple in 2011. He succeeded visionary _____
 - a. pioneer and cow-funder
 - b. pioneer and cow fonder
 - c. pioneer and co-founder
 - d. pioneer and cow founder
- 7) Cook has ensured Apple's brand represents a _____
 - a. super lative lifestyle choice
 - b. super laxative lifestyle choice
 - c. soup relative lifestyle choice
 - d. superlative lifestyle choice
- 8) Apple products are among the most integrated _____
 - a. in our laughs
 - b. in our lives
 - c. in our loves
 - d. inner lives
- 9) the Apple Watch, and its impact on health, fitness, _____
 - a. end daily habits
 - b. and daily habit
 - c. and daily habits
 - d. and daily hobbits
- 10) He said: "Apple's greatest contribution... will be in the health _____."
 - a. and wellness oral
 - b. and wellness aerial
 - c. and wellness aura
 - d. and wellness area

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has (1) _____ time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products (2) _____ have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more (3) _____ from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due (4) _____ and mapping errors. These included (5) _____, businesses in the ocean, and (6) _____ shown as airports.

Tim Cook was appointed CEO of Apple in 2011. (7) _____ pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues (8) _____ profits and growth through products like the iPhone. Cook has ensured Apple's brand (9) _____ lifestyle choice. Today, (10) _____ of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook (11) _____ greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health (12) _____."

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

1. When will Tim Cook's last day as Apple CEO be?
2. What map app did Tim Cook recommend in 2012?
3. How was Apple Maps received when it was released?
4. What kind of errors were in the 2012 version of Apple Maps?
5. What were some airports shown as in the 2012 Apple Maps?
6. Who did Tim Cook replace as Apple's CEO?
7. Roughly how much is Apple worth today?
8. How many people around the world have an Apple device?
9. What is Tim Cook's favourite Apple product?
10. Where did Tim Cook say would be Apple's greatest contribution?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

- 1) When will Tim Cook's last day as Apple CEO be?
 - a) in 2028
 - b) next month
 - c) September
 - d) soon
- 2) What map app did Tim Cook recommend in 2012?
 - a) non-Apple map apps
 - b) Google Maps
 - c) He said paper maps were better.
 - d) Apple Maps
- 3) How was Apple Maps received when it was released?
 - a) It got a lot of acclaim.
 - b) It was widely criticised.
 - c) It won awards
 - d) with indifference
- 4) What kind of errors were in the 2012 version of Apple Maps?
 - a) geographic errors
 - b) spelling mistakes
 - c) coding errors
 - d) mapping errors
- 5) What were some airports shown as in the 2012 Apple Maps?
 - a) shopping malls
 - b) sea ports
 - c) fields of wheat
 - d) islands
- 6) Who did Tim Cook replace as Apple's CEO?
 - a) Steve Wozniack
 - b) Steve Jobs
 - c) Bill Gates
 - d) Mark Zuckerberg
- 7) Roughly how much is Apple worth today?
 - a) \$1 trillion
 - b) \$2 trillion
 - c) \$3 trillion
 - d) \$4 trillion
- 8) How many people around the world have an Apple device?
 - a) half
 - b) one in five
 - c) 25%
 - d) two thirds
- 9) What is Tim Cook's favourite Apple product?
 - a) the iPhone
 - b) Apple Watch
 - c) Apple TV
 - d) the MacBook Air
- 10) Where did Tim Cook say would be Apple's greatest contribution?
 - a) in health and wellness
 - b) Bhutan
 - c) in Silicon Valley
 - d) in space

ROLE PLAY

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Role A – Apple Watch

You think the Apple Watch is Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): iMac, AirPods or iPhone.

Role B – iMac

You think the iMac is Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): Apple Watch, AirPods or iPhone.

Role C – AirPods

You think AirPods are Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): iMac, Apple Watch or iPhone.

Role D – iPhone

You think the iPhone is Apple's best product. Tell the others three reasons why. Tell them what is wrong with their products. Also, tell the others which is the best of these (and why): iMac, AirPods or Apple Watch.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

1. WORD SEARCH: Look online / in your dictionary to find collocates, information on, synonyms for... the words 'Apple' and 'maps'.

Apple	maps
--------------	-------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• reflected• deemed• singled• hard• bizarre• ocean	<ul style="list-style-type: none">• pioneer• during• growth• lives• impact• area
---	---

APPLE SURVEY

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Write five GOOD questions about Apple in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

APPLE DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'Apple'?
3. What do you think of the tech company Apple?
4. Which business leaders do you like and dislike?
5. What tech giants do you like and dislike?
6. What do you think of using map apps?
7. What do you think is the best Apple product?
8. What do you need to be a great CEO?
9. When was the last time you admitted making a mistake?
10. What's the worst tech product you've ever used?

Apple CEO says 2012 Apple Maps was 'big mistake' – 27th April 2026
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APPLE DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'map'?
13. What do you think about what you read?
14. Who do you think are visionaries?
15. Why do you think the Apple brand is so well liked?
16. Do you have what it takes to be a CEO?
17. What do you think of Apple's logo?
18. What do you think of smart watches?
19. How does technology affect your health and wellness?
20. What questions would you like to ask Apple's CEO?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has reflected (1) _____ his time as head of the tech giant. Mr Cook will bow (2) _____ as Apple boss in September. He revealed which Apple products he (3) _____ to have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more (4) _____ map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised (5) _____ its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat (6) _____ as airports.

Tim Cook was appointed CEO of Apple in 2011. He (7) _____ visionary pioneer and co-founder Steve Jobs. During his (8) _____, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate enormous profits and growth (9) _____ products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth (10) _____ an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact (11) _____ health, fitness, and daily habits. He said: "Apple's greatest contribution... will be (12) _____ the health and wellness area."

Put the correct words from the table below in the above article.

- | | | | | |
|-----|---------------|--------------|----------------|--------------|
| 1. | (a) up | (b) on | (c) to | (d) as |
| 2. | (a) as | (b) out | (c) to | (d) down |
| 3. | (a) dammed | (b) damned | (c) doomed | (d) deemed |
| 4. | (a) reliance | (b) reliable | (c) reliant | (d) rely |
| 5. | (a) unto | (b) thither | (c) hither | (d) upon |
| 6. | (a) shows | (b) show | (c) shown | (d) showed |
| 7. | (a) succeeded | (b) receded | (c) ceded | (d) preceded |
| 8. | (a) assure | (b) fissure | (c) tenure | (d) endure |
| 9. | (a) thorough | (b) though | (c) thoroughly | (d) through |
| 10. | (a) uses | (b) use | (c) using | (d) usage |
| 11. | (a) on | (b) up | (c) at | (d) by |
| 12. | (a) in | (b) under | (c) over | (d) out |

SPELLING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Paragraph 1

1. Cook has lteredfc on his time
2. He dvealer which Apple products
3. more eerblali map apps
4. Apple's rscottemipo
5. guiding drivers to reibzra places
6. These included nno-tnxeiest bridges

Paragraph 2

7. He ueecedsc visionary pioneer
8. During his neteru
9. generate ousronem profits
10. a pusrlteevia lifestyle choice
11. the most rndtteigae in our lives
12. his greatest tavmcineehe

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Number these lines in the correct order.

- () and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."
- () company. It continues to generate enormous profits and growth through products like
- () bridges, businesses in the ocean, and fields of wheat shown as airports.
- () drivers to bizarre places due to faulty data and mapping errors. These included non-existent
- () founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion
- () in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness,
- () of every five people on Earth uses an Apple device. Apple products are among the most integrated
- () out as Apple boss in September. He revealed which Apple products he deemed to have been less than
- (**1**) Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow
- () perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended
- () the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out
- () thing to do. The original Apple Maps was widely criticised upon its release for guiding
- () Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-
- () using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

1. as giant head His of tech the time .
2. Apple as boss bow He'll in out September .
3. be deemed he less perfect Products than to .
4. a Admitting do hard thing this to was .
5. bizarre Criticised drivers for guiding places to .
6. 2011 Apple appointed CEO He in of was .
7. a Apple's brand choice lifestyle represents superlative .
8. every five of one out people Roughly .
9. Among in integrated lives most our the .
10. Apple's be contribution greatest health in will .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

Outgoing Apple CEO Tim Cook has *deflected* / *reflected* on his time as head of the tech giant. Mr Cook will *bow* / *cow* out as Apple boss in September. He revealed which Apple products he *deemed* / *doomed* to have been less than perfect. In particular, he singled *out* / *in* Apple Maps as being a "really big mistake". In 2012, he recommended *use* / *using* what he thought were more *reliable* / *unreliable* map apps from Apple's competitors. He said admitting this was a hard thing to *get* / *do*. The original Apple Maps was widely criticised *upon* / *unto* its release for guiding drivers to bizarre places due *for* / *to* faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown *was* / *as* airports.

Tim Cook was appointed CEO *to* / *of* Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his *tenure* / *manure*, Cook transformed Apple from a \$350 billion company *into* / *onto* a \$4 trillion company. It *stills* / *continues* to generate enormous profits and growth through products like the iPhone. Cook has *ensnared* / *ensured* Apple's brand represents a superlative lifestyle *choice* / *choose*. Today, roughly one out of *every* / *all* five people on Earth uses an Apple device. Apple products are among the most *disintegrated* / *integrated* in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact *in* / *on* health, fitness, and daily habits. He said: "Apple's greatest contribution... will *be* / *do* in the health and wellness area."

Talk about the connection between each pair of words in italics, and why the correct word is correct. Look up the definition of new words.

INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

__tg__ng __ppl_ C__ T_m C__k h_s r_fl_ct_d _n h_s
t_m_ _s h__d _f th_ t_ch g__nt. Mr C__k w_ll b_w
__t _s __ppl_ b_ss _n S_pt_mb_r. H_ r_v__l_d wh_ch
__ppl_ pr_d_cts h_ d__m_d t_ h_v_ b__n l_ss th_n
p_rf_ct. _n p_rt_c_l_r, h_ s_ngl_d __t __ppl_ M_ps _s
b__ng _ "r__lly b_g m_st_k_". _n 2012, h_
r_c_mm_nd_d _s_ng wh_t h_ th__ght w_r_ m_r_
r_l__bl_ m_p __pps fr_m __ppl_'s c_mp_t_t_rs. H_ s__d
_dm_tt_ng th_s w_s _ h_rd th_ng t_ d_. Th_ _r_g_n_l
__ppl_ M_ps w_s w_d_ly cr_t_c_s_d _p_n _ts r_l__s_ fr
g__d_ng dr_v_rs t_ b_z_rr_ pl_c_s d__ t_ f__lty d_t_
_nd m_pp_ng _rr_rs. Th_s_ _ncl_d_d n_n-_x_st_nt
br_dg_s, b_s_n_ss_s _n th_ _c__n, _nd f__lds _f wh__t
sh_wn _s __rp_rts.

T_m C__k w_s __pp__nt_d C__ _f __ppl_ _n 2011. H_
s_cc__d_d v_s__n_ry p__n__r _nd c_-f__nd_r St_v_
J_bs. D_r_ng h_s t_n_r_, C__k tr_nsf_rm_d __ppl_ fr_m
_ \$350 b_ll__n c_mp_ny _nt_ _ \$4 tr_ll__n b_h_m_th.
_t c_nt_n__s t_ g_n_r_t_ _n_rm__s pr_f_ts _nd gr_wth
thr__gh pr_d_cts l_k_ th_ _Ph_n_. C__k h_s _ns_r_d
__ppl_'s br_nd r_pr_s_nts _ s_p_rl_t_v_ l_fstyl_ ch__c_.
T_d_y, r__ghly _n_ __t _f _v_ry f_v_ p__pl_ _n __rth
_s_s _n __ppl_ d_v_c_. __ppl_ pr_d_cts _r_ _m_ng th_
m_st _nt_gr_t_d _n __r l_v_s. C__k r_v__l_d th_t h_s
gr__t_st _ch__v_m_nt w_s th_ __ppl_ W_tch, _nd _ts
_mp_ct _n h__lth, f_tn_ss, _nd d__ly h_b_ts. H_ s__d:
"_ppl_'s gr__t_st c_ntr_b_t__n... w_ll b_ _n th_ h__lth
_nd w_lln_ss _r__."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

outgoing apple ceo tim cook has reflected on his time as head of the tech giant mr cook will bow out as apple boss in september he revealed which apple products he deemed to have been less than perfect in particular he singled out apple maps as being a really big mistake in 2012 he recommended using what he thought were more reliable map apps from apples competitors he said admitting this was a hard thing to do the original apple maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors these included non-existent bridges businesses in the ocean and fields of wheat shown as airports

tim cook was appointed ceo of apple in 2011 he succeeded visionary pioneer and co founder steve jobs during his tenure cook transformed apple from a 350 billion company into a 4 trillion company it continues to generate enormous profits and growth through products like the iphone cook has ensured apples brand represents a superlative lifestyle choice today roughly one out of every five people on earth uses an apple device apple products are among the most integrated in our lives cook revealed that his greatest achievement was the apple watch and its impact on health fitness and daily habits he said apples greatest contribution will be in the health and wellness area

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps.html>

OutgoingAppleCEOTimCookhasreflectedonhistimeasheadofthetech giant.MrCookwillbowoutasApplebossinSeptember.HerevealedwhichAppleproductshedeemedtohavebeenlessthanperfect.Inparticular, hesingledoutAppleMapsasbeinga"reallybigmistake".In2012,herecommendedusingwhathethoughtweremorereliablemapappsfromApple'scompetitors.Hesaidadmittingthiswasahardthingtodo.TheoriginalAppleMapswaswidelycriticiseduponitsreleaseforguidingdriverstobizarreplacesduetofaultydataandmappingerrors.Theseincludednon-existentbridges,businessesintheocean,andfieldsofwheatshownasairports.TimCookwasappointedCEOofApplein2011.Hesucceededvisionarypioneerandco-founderSteveJobs.Duringhistenure,CooktransformedApplefroma\$350billioncompanyintoa\$4trillioncompany.ItcontinuestogenerateenormousprofitsandgrowththroughproductsliketheiPhone.CookhasensuredApple'sbrandrepresentsasuperlativelifestylechoice.Today,roughlyoneoutofeveryfivepeopleonEarthusesanAppledevice.Appleproductsareamongthemostintegratedinourlives.CookrevealedthathisgreatestachievementwastheAppleWatch,anditsimpactonhealth,fitness, anddailyhabits.Hesaid:"Apple'sgreatestcontribution...willbeinthehealthandwellnessarea."

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about this news story. Share what you discover with your partner(s) in the next lesson.

3. APPLE: Make a poster about Apple. Show your work to your classmates in the next lesson. Did you all have similar things?

4. MAP APPS: Write a magazine article about map apps. Include imaginary interviews with people who are for and against them.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on map apps. Ask him/her three questions about the them. Give him/her three of your opinions on them. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. c 2. d 3. a 4. e 5. f 6. b 7. g
8. i 9. l 10. n 11. j 12. h 13. k 14. m

TRUE / FALSE (p.5)

- 1 F 2 T 3 F 4 T 5 F 6 F 7 T 8 T

SYNONYM MATCH (p.5)

1. f	2. c	3. j	4. a	5. d
6. h	7. i	8. b	9. e	10. g

COMPREHENSION QUESTIONS (p.9)

1. September
2. Non-Apple map apps
3. It was widely criticised.
4. Mapping errors
5. Fields of wheat
6. Steve Jobs
7. \$4 trillion

8. One in five
9. Apple Watch
10. In health and wellness

WORDS IN THE RIGHT ORDER (p.19)

1. His time as head of the tech giant.
2. He'll bow out as Apple boss in September.
3. Products he deemed to be less than perfect.
4. Admitting this was a hard thing to do.
5. Criticised for guiding drivers to bizarre places.
6. He was appointed CEO of Apple in 2011.
7. Apple's brand represents a superlative lifestyle choice.
8. Roughly one out of every five people.
9. Among the most integrated in our lives.
10. Apple's greatest contribution will be in health.

MULTIPLE CHOICE - QUIZ (p.10)

1. c 2. a 3. b 4. d 5. c 6. b 7. d 8. b 9. b 10. a

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)