

# The swagger<sup>1</sup> is back

## ANSWER KEY

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How this key is marked:

### Verbs

Relative adverb clauses

Relative adjective clauses

Reduced adjective

phrases with the omitted S + V added in yellow-orange font

"I'm back," **declared** Apple Computer's Steve Jobs on Thursday morning in his first public appearance before reporters since cancer surgery in late July.

And it **was** the same old Jobs at Stanford Shopping Center in Palo Alto, where he **unveiled** the first of a new line of mini-Apple stores that are intended for malls and other locations that **won't accommodate** their full-size cousins.

<sup>1</sup> **swagger**, n. an arrogant way of walking or behaving. **swagger**, vi. 1. To walk in an arrogant or proud way. 2. To talk boastfully about personal accomplishments.

He **was** noticeably thinner. But he **had** the same unshakable -- even arrogant -- confidence in his ideas.

To Jobs, the new stores **aren't** merely a convenient place to pick up an iMac or an iPod.

"This **is** the best buying experience not just for a computer, but for any product at any store," Jobs **insisted**.

The walls of the 750-square-foot mini stores **are made** from imported Japanese stainless steel. According to Jobs, there's no structural stainless steel that is made anywhere else that **measures up**.

(The walls), which are Perforated with hundreds of small holes for ventilation and fire-prevention sprinklers, the walls **look** much like the front of Apple's stainless steel Power Mac G5 computers. Putting ventilation and sprinklers in the

walls **allows** for a solid white ceiling, Jobs **pointed out** to reporters, which **matches** the solid white floor unmarred by joints.

Soft lighting and blond wood counters **finish off** the architectural statement. I **suppose** it's a work of art, but I'm admittedly taste-impaired when it **comes** to interior design, and I **felt** like I **was standing** inside a giant Sub-Zero refrigerator.

If you **want** to see for yourself, six of the new mini-Apple stores **are opening** around the country Saturday. The one at Stanford Shopping Center **is** between Gymboree and Nine West; another **is** at Westfield Shoppingtown Oakridge in San Jose.

Jobs' personal fashion sense **is** also unchanged. He **was wearing** his trademark round glasses, black T-shirt and Levi's blue jeans, along with Keen Footwear sandals.

Back on July 31, Jobs **stunned** Silicon Valley with a short e-mail **that was sent to Apple employees and then was released to the public.** Jobs said he **had just gone** through successful surgery to remove a cancerous pancreatic tumor. The type of cancer, he **said, is** a rare treatable form, unlike the more common form **that is invariably fatal within a year of diagnosis.**

Jobs, 49, **returned** part-time to running Apple as well as his Pixar animation studio in Emeryville in early September. He **moved** up to a full-time schedule late last month.

After the formal question-and-answer session **broke up,** I nervously **approached** Jobs with one of those questions **journalists hate to ask but can't escape.**

I **don't want** to invade your privacy, I said to Jobs, but many people **are** no doubt **wondering** about your health in the

weeks since the surgery.

**"Don't invade** my privacy. Thanks," Jobs **said** with a smile and a pat on the arm. In other words, end of discussion.

Meanwhile, Jobs **has** lots of reasons to feel better.

Apple **is** on a roll, reporting strong quarterly earnings after the markets closed Wednesday. The good news **sent** Apple stock up \$5.23 to \$44.98 a share Thursday, a 13.5 percent gain **that is the company's best single-day performance in four years.**

"The Incredibles," the latest movie from Pixar, **opens** three weeks from today. The animated story of a retired superhero **who is summoned back into action from his job as an insurance claims adjuster,** the movie **follows** such previous Pixar hits as "Toy Story," "A Bug's Life," "Monsters,

Inc." and "Finding Nemo."

Even though I'm frequently **frustrated** by the many ways **Jobs manipulates perceptions of Apple,** and by the uncritical acceptance **he gets from both customers and the media,** I'm glad he **has returned** to Apple's helm.

Jobs **continues** to push forward innovative designs, and he's never boring. If only every other business leaders in Silicon Valley **were** the same.

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