

WHAT'S IN A BILL GATES
A Corpus Linguistics Study of the Metonymic Use of Proper name

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ABSTRACT

The case of proper name is unique. In one hand, a proper name can only refer to a specific entity, in the other hand, it also subject to figurative use. Bill Gates, the name of the Microsoft founder is one example of how proper noun are used not to refer to a single individual, but is extended to refer to specific properties which possesses by Bill Gates.. This research aims to identify the transferred properties embedded in the use of proper names i.e, Bill Gates figuratively and the objective of using the name as metonymy. The research is qualitative; the data are taken from Corpus of Contemporary American English (COCA), in order to achieve thirty data, the amount of 422 data from COCA is examined. The result shows, that from 30 metonymic use of Bill Gates, there are ten associative properties assigned to the metonymic use of Bill Gates, which are a very famous person, the richest person, a very successful entrepreneur (In Computer Technology), a successful drop-out college, philanthropist, a pioneer of particular field, a computer geek, an individual with a brilliant ideas at the first stage of business, multiple properties assigned, and a very successful person in his field.

Key Words: *Bill Gates, Metonymy, Proper Name, Corpus Linguistics,*

INTRODUCTION

In traditional semantics proper names assumes to refer only to single entity. Kripke as Cited in (Bakhtiar, 2013) suggests proper names are conceived semantically empty and non-translatable In cognitive linguistics, on the other hand, any account of proper names includes the encyclopedic knowledge associated with these expressions; their meaning is unavoidably contextually determined and they are treated like other linguistic constructions (Brdar & Brdar-Zabo, 2007).

The traditional semantics and grammar description of names as proper noun is limited to its use to refer to a single entity. Although, the use of name as a common has already been discussed in some grammar books (ref needed), but the discussion of its meaning construction is still attract cognitive linguist attention, especially on its figurative use as metonymy. To language learner and instructors, some of the understanding that still exist is that the names will take no definite or indefinite article as in *the Valentino Rossi, the Warren Buffet, The Einstein*, etc. Therefore, this study address those issues to present an overview on how the definite or indefinite article is found before particular name.

Three examples below show how “Bill Gates” used for different referent. Example (1) is taken from *the independent* websites. Example (2) is taken from Corpus of Contemporary Americans and example (3) is taken from *The News* websites.

(1) Bill Gates of Microsoft could become world's first trillionaire, says new report

(2) All this is the brainchild of Rinat Akhmetov, Ukraine's richest man, the country's *Bill Gates* except he made his billions in iron and steel, not software.

In (1) the proper name has a unique referent i.e, Bill Gates, the founder of Microsoft who is also known as the richest man and the philanthropist. The act of reference in (1) may trigger stereotypical properties associated with Bill Gates, such as a very successful businessman, a very rich person, a philanthropist, but this cognitive operation cannot alter what the proper noun mainly designates, which is Bill Gates himself. What is clearly seen here is how the act of reference is enriched by conceptual metonymy.

In example (2) on the other hand, *The country's Bill Gates* mean, assigning one of prototypical features of Bill Gates namely, rich. This is a clear case of a figurative use of a proper name, where stereotypical features of the Bill Gates are

mentally accessed through the same conceptual metonymy that are in turn mapped onto the target concept (individual). As a result, the proper name refers to a characteristics and types of a person rather than an actual person. It is clear from the context that the properties transfer from Bill Gates as the source is “the richest man” property.

Whereas in example (3) below :

(3) Malik Riaz lauded in UK as ‘Bill Gates of Asia’

it is not only rich property of Bill Gates that is mapped onto Malik Riaz, but also the “philanthropist” properties, this can be implied from the context of the discourse following :

“Malik Riaz Hussain, Founder and Chairman of Bahria Town, has been recognised in the House of Lords for his “outstanding philanthropic humanitarian services” for Pakistan”. (The News, 2016)

Those two examples as in (2) and (3) above are two examples of how proper names are actually use not only as single referent, but it also can function figuratively carrying a particular properties of an individual, in this case, in (1) Rimat Akhmetov for the rich property of Bill Gates, and in (2) Malik Riaz, for the rich and philanthropist properties.

This research is the further study and analysis of how “Bill Gates” proper name is used figuratively and aims to identify what properties of Bill Gates are projected to each context of its figurative use. The objective is to provide a new perspective to English language instructors and learners on the use of proper nouns especially names as a common noun and how its meaning is is constructed with a cognitive linguistics approach.

RELATED LITERATURE

Names, and its figurative use.

Grammatically, name of a person is a part of proper noun, (Quirk & Greenbaum, 1983) define proper nouns as words and phrases that refer to a person, place, thing or some specific / unique objects or entities; Furthermore, (Quirk & Greenbaum, 1983, p. 76) agrees that proper nouns as “ ‘unique’ reference anddo not share such characteristics of common nouns as article contrast”. Furthermore, (Crystal, 2008, p. 392) claims proper nouns “cannot be used with determiners in the way common nouns can”. The category of personal names includes names, surnames, nicknames and pseudonyms.

Greenbaum and Quirk, Quirk et al., Jespersen, as cited in (Barcelona, Partitive Restrictive Modification of Names in English : Arguments for Their Metonymic Motivation, 2009) present discussion of the various types of violations of the grammatical constraints on names. Some of them are : (a) Different referents with the same name, as in *The Dr Brown I know comes from Ireland, not from Scotland...* (b) Use for “informal conventions”, such as married couples and families: *The Wilsons*; and use of a famous name to mean the type that made it famous: *There were no Shakespeare in the nineteenth century* ; (c) Names subject to modification, as in “partitive restrictive modification”: *The Chicago I like*, and uses due to nonrestrictive modification, either colloquial and stereotyped (Poor old *Mrs Fletcher*) and (d) Miscellaneous: *This museum has several Renoirs*. Nevertheless, the further descriptions on the figurative use of names have never been extensive since the emergence of cognitive linguistics.

The cognitive linguistics development has brought new perspective on the aspects of meaning and figurative use of names as metonymy. Metonymy is regarded by cognitive linguists as a fundamental cognitive model, together with metaphorical, image-schematic and propositional models, metonymy itself is a form of figurative speech, in which one expression is used to refer to the standard referent of a related

one (Lakoff & Johnson, 1980). Warren (1999) agrees that Metonymy helps people achieve the communicative purpose of expressing vividly and at the same time it performs the function of referring to something economically and effectively, thus getting the name “referential metonymy”.

Barcelona (2003) defines metonymy as a *conceptual projection* or *mapping* however, whereas metaphor consists of a set of structural, symmetric sub-mappings or correspondences (a systematic matching of counterparts between source and target), metonymy is a single, asymmetric mapping, with no counterpart matching. Barcelona (2004) also agrees that cognitive mechanisms, namely metaphor and metonymy, are involved in the construction of the figurative meaning of proper nouns.

Radden and Kövecses (1999: 35) briefly mention a WHOLE FOR PART metonymy, namely CATEGORY FOR DEFINING PROPERTY, through which a category stands for a stereotypical property of an individual and the name acquires a figurative meaning. Brdar and Brdar-Szabó (2007: 131) claim that figurative use of proper names is primarily based on metonymy, which functions “like an extremely precise tool, almost like a conceptual scalpel, to cut out just the right amount of information about

The example (2) and (3) above, if it is to follow the description according to Kövecses and Radden (1998), the conceptual metonymy involve is CATEGORY FOR DEFINING PROPERTY, whereby well-known individuals are metonymically recategorized as a class on the basis of their defining, stereotypical properties (p.54). The individual name (the whole) acts as a cognitive reference point to provide mental access to the stereotypical properties (part). In example (3) above, *Bill Gates* is used as a representative property of Philanthropist, Idealized Cognitive Model is mentally accessed through the CATEGORY FOR DEFINING PROPERTY conceptual metonymy.

Study shows that the attribute and properties of a particular name is subject to change and varies depending on the context of time it occurs and the context of discourse.

While Bergien (2014) analyses how Tiger Wood is used metonymically to carry a different transferred properties and provides examples of how the transferred properties of a particular proper names can change based on the context of time of the discourse. As in example below taken from Bergien (2014)

- (4) *Lewis Hamilton: the Tiger Woods of racing?*
- (5) *Phil Ivey – "Tiger Woods of Poker"*

Since Tiger Woods is first successful and well-known American golfer, He represents the model of a young, dynamic, good-looking man from an ethnic group that is normally not so well represented in the respective sport or field in general.

Bergien (2014) concludes that language users' knowledge and socio-cultural background are important in source name interpretation.

This research is to see what property is transferred from Bill Gates to other individual, the importance of surrounding context is very significant in determining the transferred properties. This can be achieved by thoroughly analyzed the context in which the metonymy occurs.

Corpus Approach to Study of Metaphor / Metonymy

Linguistics corpus (or corpora) is a data bank of spoken and written of particular language. Meyer (2002, p.xi) defines a corpus as “ a collection of texts or parts of texts upon which some general linguistic analysis can be conducted”. (Meyer, 2002) corpora have numerous uses, ranging from the theoretical to the practical, making them valuable resources for descriptive, theoretical, and applied discussions of language. Because corpus linguistics is a methodology, all linguists – even generativists – could in principle use corpora in their studies of language. However, most generativists feel that a corpus enables one to study performance, not

competence; as a result, they continue to use introspection as the primary source of their data. In many other disciplines of linguistics, corpora have proven to be valuable resources: they are used for creating dictionaries, studying language change and variation, understanding the process of language acquisition, and improving foreign- and second-language instruction.

The use of corpus data especially in metaphor and metonymy research has been very extensive. Mcenery & Hardie (2011) affirms that “in more recent years a great deal of work has been done to bring the framework of CMT together with the analysis of real language usage data, in many cases utilizing corpus methods”.

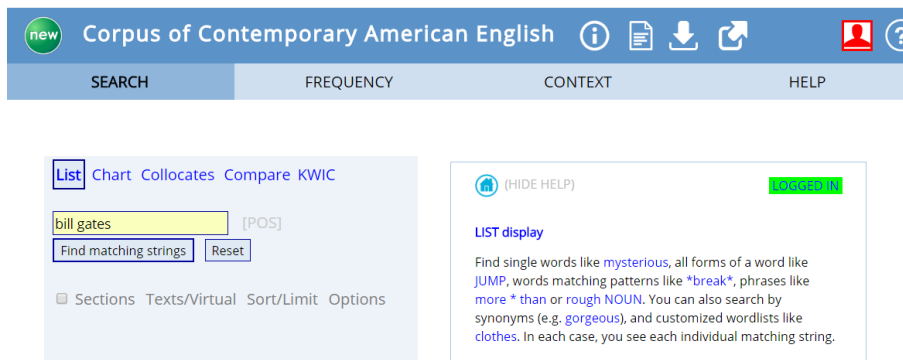
(Stevanowitch, 2005) (2005) summarizes a number of strategies in identifying metaphor / metonymy in a corpora, which are (i) manual searching, (ii) Sourcing for source domain vocabulary (iii) searching for target domain vocabulary (iv) searching for sentences containing lexical items from both the source domain and target domain (v). searching for metaphors based on ‘markers of metaphor’.

This research takes data from Corpus of Contemporary American (COCA). (Corpus of Contemporary American English, n.d.) from its website <https://corpus.byu.edu/coca/> . The corpus contains more than 520 million words of text (20 million words each year 1990-2015) and it is equally divided among spoken, fiction, popular magazines, newspapers, and academic texts.

METHODOLOGY

The data from this research is the corpus containing “Bill Gates” which used metonymically. Corpus of Contemporary American (COCA) is used as corpus database with “Bill Gates” key words to search. The COCA database search is conducted during the span of March 5 to March 30 2017. First step, (Picture 1), researcher chooses option “list” and type the key word “Bill Gates”.

Picture 1



Next step, researcher click “find match strings” which shows the total corpus where there are 1346 frequency of Bill Gates corpus data.

Picture 2

SEE CONTEXT: CLICK ON WORD OR SELECT WORDS + [CONTEXT] [HELP...]				COMPARE
	CONTEXT	FREQ		
1	BILL GATES	1346		0.734 seconds

Researcher then scans Each Corpus containing “Bill Gates” from the first 400 corpus on COCA consecutively and decides whether or not the name is used is metonymically. To access the first 400 corpus, researcher click the page indicator as shown in picture 3 to picture 7 below:

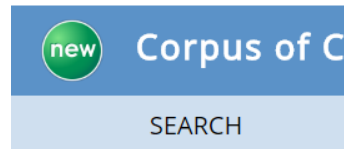
Picture 3

Picture 4



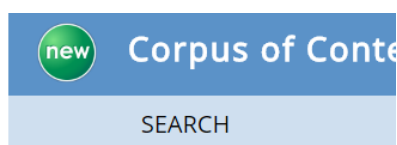
FIND SAMPLE: [100](#) [200](#) [500](#) [1000](#)
 PAGE: << < 1 / 14 > >>

Picture 5



FIND SAMPLE: [100](#) [200](#) [500](#) [1000](#)
 PAGE: << < 2 / 14 > >>

Picture 6



FIND SAMPLE: [100](#) [200](#) [500](#) [1000](#)
 PAGE: << < 3 / 14 > >>



FIND SAMPLE: [100](#) [200](#) [500](#) [1000](#)
 PAGE: << < 4 / 14 > >>

Picture 7



FIND SAMPLE: [100](#) [200](#) [500](#) [1000](#)
 PAGE: << < 5 / 14 > >>

Where *Bill Gates* is used metonymically, researcher categorizes the sentence as data and display them in a separate sheet. Researcher collects 30 contexts where Bill Gates is used metonymically. To identify the metonymic use of Bill Gates, researcher first relies on the syntactical distribution, when Bill Gates acts as a Noun in a Noun Phrase construction it will be marked as potential metonymy. The second approach to categorize the metonymic usage is based on whether or not Bill Gates use

to refer to the individual, or is only used to carry a certain attributive property of the individual. When Bill Gates is used to refer to the individual – i.e the founder and CEO of Microsoft, then researcher put aside the corpus. When Bill Gates used to carry the attributive property of Bill Gates, researcher mark the use as metonymy. As the last step, researcher analyses the data displayed to draw conclusion by identifying what properties in each metonymic use of proper names based on the surrounding context of the text and the collocates data display from COCA where it displays the frequency of particular word appearance with particular phrase or word.

FINDING AND DISCUSSION

During the data collection, the first corpus data collected and taken is the corpus number 11, and the last corpus to achieve the 30 metonymic use of Bill Gates is the corpus number 422. The calculation shows that the within 13.9 corpus data, there is one metonymic use of Bill Gates.

The Original Year Of The Data Source .

The date and year of the source in COCA is spanned from 2005 until 2015. The distribution of the collected data based on year is shown in table 1 below

Table 1

No	Tahun	Jumlah
1	2015	3
2	2014	3
3	2013	1
4	2012	3
5	2011	4
6	2009	2

7	2008	2
8	2007	2
9	2006	6
10	2005	4

The highest frequency of the metonymic use of Bill Gates found from the corpus data source year 2006 which is six data, and the lowest frequency is collected from the 2013 source of data which only contains one data.

The Type of the Original Data Source.

Other than the date and the year of the detail of corpus, COCA also records the source of the data presented. And from 30 collected data, the distribution of the source can be seen in the following table.

Table 2 – Original Source of COCA data from written source

Magazine, Newspaper, Book					
Magazine	Amount	Newspaper	Amount	Book	Amount
New Republic	1	Christian Science Monitor	2	Turning the Paige :a Getaway Girls novel : book two	1
Popular Science	1	Denver Post	2	Jane Austen in Scarsdale : or love, death, and the SATs	1
Newsweek	1	Houston	1		

Global		Chronicle			
Futurist	1	New York Times	1		
American Spectator	1	Associated Press	1		
Mother Jones	1		1		
Rolling Stone	2				
Sports Illustrated	1				
Washington Monthly	2				
Fortune	1				
Smithsonia	1				
RievaLassonsky, Entrepreneur magazine.	1				
Total	14	Total	7	Total	2

Table 4 above shows there are 13 corpus of metonymic use of Bill Gates from the written source, where there are 11 from magazine, five corpus from newspaper and two corpus from book, the range of magazine is also various, from business, information technology, science and music.

Whereas from table 3 below, there are seven corpus of metonymic use of Bill Gates from TV shows, which is CBS, CNN dan Fox .

Tabel 3 - Original Source of COCA data from unwritten source

Sumber Tidak Tertulis	
TV Shows	Jumlah
SPOK: CBS	1

SPOK: PBS	1
SPOK: NPR_Science	1
SPOK: CNN_Burnett	1
SPOK: Fox Beck	1
SPOK: ABC_GMA	1
SPOK: CNN_Global	1
Total	7

From table 2 and table 3 above, it can be seen that the most number of data corpus of metonymic use of Bill Gates is from written data with 23 data, and the source from TV is seven data.

Associative properties of metonymic use of Bill Gates.

From 23 data that has been collected and analyzed, there are ten different properties assigned to Bill Gates in metonymic use as seen in table 4 below :

Table 4 – The Associative meaning of metonymic use of Bill Gates

No.	Properties	Number
1.	Very famous person	2
2.	The richest person	6
3.	A very successful entrepreneur (In Computer Technology)	6
4.	A successful drop-out college	2
5.	Philanthropist	3
6.	A Pioneer of particular field	7
7.	A computer geek	1

8.	An individual with a brilliant ideas at the first stage of business	1
9.	Multiple properties	1
10.	A very successful person in his field,	1

1. A very famous person

One of the associative properties of metonymic use of Bill Gates is the very famous person. This can be seen from the excerpt below:

Your average Joe may not be concerned about this, but if you're **Bill Gates** you may not want someone knowing where you are at all times.

(excerpt 1)

In excerpt 1 the speaker expresses that if someone is a Bill Gates, then he should not be at any place because people will know him, this is where the property of a very famous person is assigned to the use of Bill Gates. The comparison also clear from the use of average Joe, that commonly known someone in common that is not famous.

2. The Richest Man

The next property associated with Bill Gates in metonymic use is as the richest man, as seen from excerpt below:

All this is the brainchild of Rinat Akhmetov, Ukraine's richest man, the country's **Bill Gates**, except he made his billions in iron and steel, not software.
(excerpt 2)

From excerpt 2 above, the Ukrainian entrepreneur, Rinat Akhmetov is known as the richest man in Ukraine and to strengthen that property, Bill Gates is used metonymically. The purpose is that the non-Ukrainian people will understand the extend of Rinat Akhmetov wealth, therefore comparing it using Bill Gates will give audience an easy understanding.

Whereas on the third excerpt below, is described how a person who uses a private insurance will easily fall into bankruptcy, and unless he / she has a huge money and wealth as Bill Gates.

" Too often, private health insurance is an umbrella that melts in the rain. Unless you're **Bill Gates**, you're just one serious illness away from bankruptcy. "
(excerpt 3)

3. A Very Successful Entrepreneur (In Computer Technology)

From the excerpt 4 below, the associative properties assigned by using Bill Gates metonymically is a very successful entrepreneur specifically in computer technology

I met a little boy in China this summer, his name was Bill. They named him after **Bill Gates**. We had sort of done this question as to whether the next **Bill Gates** or Steve Jobs would be born in China, or in the United States (Excerpt 4)

It is seen that a boy from China named Bill which named after the Bill Gates will be the next Bill Gates, in this case a very successful entrepreneur in computer technology.

4. A Successful Drop-Out College.

The next interesting associative property of using Bill Gates as metonymy is the successful drop-out college as seen from the excerpt below:

Some early-adopter employers are looking more closely at uncredentialed savants -- that is, knowledgeable, creative, and driven workers without diplomas, who may turn out to be the next **Bill Gates** or Steve Jobs.

(Excerpt 5)

In excerpt 5 above, describe about how the current American companies especially in computer technology field, are hiring employee based not whether they have graduated from university or not, but as long as knowledgeable, creative and driven, and is described as the next Bill Gates, who is successful even without the university diploma.

5. Philanthropist

Other property associated with Bill Gates from the data is philanthropist. Bill Gates is known as very generous person who give away his wealth for charity

purpose, and this is use as one of associative property when Bill Gates is use metonymically as seen from the excerpt below:

Anderson talks about religion when answering questions about his ability to deliver on a promise that would rocket him into the **Bill Gates** stratosphere of philanthropy.

(Excerpt 6)

From excerpt 6 above, it is described how Anderson gives answer where he compare his ability to deliver a promise that can improve him to a position into the llevel of Bill Gates' philanthropist.

6 Pioneer Of A Particular Field.

Pioneer of a particular field is also one of the property that is assigned when using Bill Gates as metonymy. Seen below from excerpt 7, when a person ask about a pioneer in robotics, the name Bill Gates and Steve Job is used as a substitution of a pioneer.

Who's the **Bill Gates** and Steve Jobs of robotics? These companies have so many resources available that they can just go out and hire a block of talent.

(Excerpt 7)

The interesting aspect of the excerpt is other than Bill Gates, Steve Job is also used metonymically for the property of pioneer of the computer field.

7. A computer Geek

Bill Gates is not only known for his successful entrepreneurship, but a person who has a broad knowledge in computer field, this property than used to enable

speaker to associate Bill Gates with the knowledgeable in computer as seen from the excerpt below :

It's stunning that he's in politics, because he really doesn't like people. My analogy is that it's like becoming **Bill Gates** without liking computers.

(Excerpt 8)

Excerpt 8 above shows the analogy of “Bill Gates without liking computer” where to compare someone who wants to get into politics but does not really like people and does not know people well.

8. Individual with a Brilliant Ideas at the First Stage of Business

Another characteristics that is also associated with Bill Gates is his idea and breakthrough in developing his company, Microsoft. This property is also used as associative property when Bill Gates is using metonymically as seen from excerpt below :

and this is where he begins to sound like Steve Jobs and **Bill Gates** - he says: If I package this and present it so that ordinary people, ordinary businesspeople, can understand it, everyone can do their own arithmetic, everyone has the potential to become an international trader. It was a personal computing revolution that was about to happen, and Leonardo was about to launch it.

(Excerpt 9)

From excerpt 9 above Bill Gates is again uses along with Steve Job and is used metonymically as a person who has a brilliant idea on the first stage of his business.

9. A Very Successful Person In His Field.

Other than association of Bill gates as a successful computer entrepreneur, there is also a metonymic use of Bill Gates with associative properties of his success in general, and is used to describe a person who is success in any field that they do as seen from excerpt below::

Hardly any of us will ever know the secret handshake, what it's like to link that "-est " to our names: Strong-est, fast-est, rich-est, smart-est. B-E-S-T. To be the Michael Jordan or Tiger Woods, the **Bill Gates** or Stephen Hawking of our chosen fields. /

(Excerpt 10)

From excerpt 11 above, Bill Gates is use as a symbol of success on his field, along with other successful person from basketball, golf, and novel author.

10. Multiple Properties Assigned

The last associative metonymic use of Bill Gates is assigning more than one properties as seen from excerpt below :

it's no surprise that Zuckerberg has been called his generation's **Bill Gates**, another technological Wunderkind and Harvard dropout who changed...

(Excerpt 11)

From Excerpt 12 above, it is stated how Mark Zuckerberg is described as a person who represents the next generation of Bill Gates along with Bill Gates'

technological pioneer and a successful drop-out college. This excerpt shows how the metonymic use of Bill Gates is carrying more than one properties.

From the finding and data analysis above, the researcher can reach conclusion as presented in the next section.

CONCLUSION

From 30 data, there are ten associative properties where Bill Gates is used metonymically, which are: very famous person, the richest person, a very successful entrepreneur (In Computer Technology), a successful drop-out college, philanthropist, a pioneer of particular field, a computer geek, an individual with a brilliant ideas at the first stage of business, multiple properties assigned, and a very successful person in his field. The highest number of associative property of metonymic use of Bill Gates is the richest person and a very successful entrepreneur (In Computer Technology) with six data.

SUGGESTION

The study of metonymic use of proper names is very interesting, and should also see other proper name of famous person as the object of the study, and not only positive association but also negative association which might appear from the metonymic use of proper names.

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APPENDIX 1 – CORPUS LINGUISTICS DATA

No.	CO CA No.	SOURCE / DATE	COMPLETE QUOTATION	METONIMI C PROPERTY
1	11	Date 2015 Publication information Sep/Oct 2015, Vol. 246 Issue 9/10, p26- 37. 12p. 5 Color Photographs, 2 Black and White Photographs, 1 Illustration. Title CORN WARS Author GENO WAYS, TED; Source MAG: New Republic	So much genetic variability meant that farmers like Lee's grandfather would cross two varieties and get large, robust ears one year, only to find that the same two varieties produced scraggly cobs with missing kernels and dead tips the next. " So if you take a look at the historic yields of corn in Iowa and Nebraska during the teens, the twenties, the thirties -- it's flat, " he said. # That all changed with the arrival of Henry A. Wallace, the founder of Pioneer Hi-Bred Seeds, who Lee described as " " the Bill Gates of the seed industry. Wallace, the son of the longtime president of the Cornbelt Meat Producers, first encountered the problem of genetic variation while studying corn breeding at Iowa State Agricultural College.	Pioneer of the particular field.
2	13	Date 2015 Publication information Sep2015 , Vol. 287 Issue 3, p48-51. 4p. 4 Color Photographs. Title Uber Powerful Author SOFGE, ERIK; Source MAG: Popular Science	Scrappy startups like Apple and Microsoft innovated themselves into positions to rival established players such as HP and IBM. What's changed is that now firms like Google and Uber are pre-empting the development of a thriving startup scene by sucking up roboticists in large numbers. " Who are the visionary early-stage leaders? " Mahoney asks. " Who's the Bill Gates and Steve Jobs of robotics? These companies have so many resources available that they can just go out and hire a block of talent. If they align that talent with the right products, they can do something really special. If they don't, they're just taking these players out of the market. "	Pioneer of the particular field
3	14	Date 2015 (150804) Publication information World Title	Moore: At this point, there's really nothing the average consumer can do. I think that they should be alerted that this vulnerability exists. I think people tend to assume that all communications are secure. Your average Joe may not be concerned about this, but if	A Very Famous person.

		Hackable satellite signals may be impossible to patch; Source NEWS: Christian Science Monitor	you're Bill Gates you may not want someone knowing where you are at all times, so Globalstar needs to at least be transparent that this data isn't secured in transit. If you're a corporation using these devices, you probably need to talk to whoever is integrating this stuff for you.	
4	26	Date 2014 (140916) Title This morning Apple reports a record number of requests for the iPhone 6 and iPhone 6 Plus. Source SPOK: CBS	. GAYLE-KING# And that's what you say in your book--Zero to One, if I could mention the title again. Every moment in business, you say, only happens once. Companies have to make something new or they will fail regardless of the profits. That surprised me. PETER-THIEL# Yeah, you-- you won't succeed by-- you know, the next Bill Gates won't start an operating system. The next Larry Page won't start a search engine. The next Mark Zuckerberg won't start a social network. And so-- CHARLIE-ROSE: Yeah. Because they've been done. PETER-THIEL# They've been done. GAYLE-KING# Yes. PETER-THIEL# So if you are-- if you're copying these people, in some sense you're not leaning from them.	Pioneer in particular field
5	31	Date 2014 (140521) Title PBS News Hour for May 21, 2014 Source SPOK: PBS	MAN- (through-trans# With the extra help, we can send out more patrols. MARGARET-WARNER# All this is the brainchild of Rinat Akhmetov, Ukraine's richest man, the country's Bill Gates , except he made his billions in iron and steel, not software. With deep business interests in Ukraine and Russia, he sat on the fence for months, but last week he jumped in with this new plan, and Monday made an impassioned televised speech, denouncing the separatists' effect on his beloved Donbass industrial region.	Richest
6	43	Date 2014 Publication information 10/17/2014, Vol. 163 Issue 15, p36-45. 10p. 8 Color Photographs. Title 'YOU READY TO STEP UP?' Author DEUTSCH, KEVIN;	Depending on whom you ask, Tyrek is either the most ruthless, sadistic gangster in the New York metropolitan area or a gentleman hustler who runs his drug business more like Bill Gates than Scarface. # "The man is a scary mothafucka," Tony says. " And smart as hell, too. " Seeking insulation from his crew's criminal activities, Tyrek typically stays off the streets. Tony sees himself as a businessman, partnered with Tyrek and other leaders in the Crips organization Big Homies, as they're known in Crips parlance in a joint effort to recruit talent, maximize profits and expand their customer base. " We're looking to market, sell	Successful entrepreneur (in general)

		Source MAG: Newsweek Global	and profit off drugs the way	
7	74	Date 2013 Publication information Mar/Apr 2013, Vol. 47 Issue 2, p40-44. 5p. 3 Color Photographs. Title Educating the Future: The End of Mediocrity Author Bencini, Rob; Source MAG: Futurist	.# Some early-adopter employers are looking more closely at uncredentialed savants -- that is, knowledgeable, creative, and driven workers without diplomas, who may turn out to be the next Bill Gates or Steve Jobs. Apple even allowed application developers as young as 13 years old into its prestigious Worldwide Developer Conference. Clearly, a college degree is no longer an absolute necessity to make intellectual contributions to the economy.	Successful drops-out college
8	95	Date 2012 (121104) Publication information Section SR; Column 0; Editorial Desk; OP-ED COLUMNIST; Pg. 1 Title The Loin King Author By MAUREEN DOWD Source NEWS: New York Times	" It's stunning that he's in politics, because he really doesn't like people. My analogy is that it's like becoming Bill Gates without liking computers. " Obama denounces Romney as " a very talented salesman, " which he considers an insult. At the same time, he admits that his ineptness at selling his policies left him in need of someone like Bill Clinton, who could be a " secretary of' splaining stuff. " As the former community organizer deftly handled the devastation of Sandy -- showing all the fleet response and caring reactions that he had lacked during the BP oil spill -- and pressed the case that " we	As a computer geek.
9	117	Date 2012 Publication information Nov201 2, Vol. 45 Issue 9, p62-64. 3p. Title Points of Interest Author Stein,	. # So, sure enough, I did. It was HILARIOUS. I don't think they meant it to be hilarious, but it was. It is about a Bill Gates sort of guy who has invented something like the cell phone that tracks where everyone is all the time and can tell you what cards to play at blackjack. There is also a bruiser of a fighter and a very pretty villainess who loves blood (but this is not a vampire story) and a black woman who is a policewoman and a great shot. # I could not for the life	Pioneer in a particular field

		Benjamin J.; Source MAG: American Spectator	of me figure out what was happening, but I know that part of the plot involves the Aryan Nations	
10	120	Date 2012 Publication information Sep/Oct 2012, Vol. 37 Issue 5, p50-59. 10p. 2 Color Photographs, 1 Graph. Title Everything You've Heard About Failing Schools Is Wrong Author RIZGA, KRISTINA; Source MAG: Mother Jones	# By 2001, when the Bush administration was pushing No Child Left Behind through Congress, testing had undergone a political transformation: Now it was at the core of a 4128631 approach championed by a loose coalition of corporate leaders like Bill Gates , idealists like Wendy Kopp of Teach for America, and maverick education officials like Washington, DC, schools chief Michelle Rhee, the heroine of the documentary Waiting for " Superman. " Standardized tests, many of these reformers believed, could bring hard-and- fast 4132113 hardcore sanctions -- to a complacent world of bureaucrats and teachers' unions. Closures or mass firings at low-performing schools, bonuses for high-scoring teachers, and an expansion of charter schools were supposed to disrupt a system that, in the reformers' view,	Successful entrepreneur
11	131	Date 2011 (110812) Title HOW FIBONACCI INTRODUCED THE WORLD TO NUMBERS Source SPOK: NPR_Science	Pisa to Bugia to represent Italian traders. Leonardo, who's got a good head for figures, he was sort of mathematically gifted, he would turn out to be extremely gifted, he sees this method being used. Since he's grown up in the hub of commerce, namely Pisa, when he looks at this method, he sees something that nobody else, including his father, had seen: the enormous potential this has to change commerce for everybody, because he says - and this is where he begins to sound like Steve Jobs and Bill Gates - he says: If I package this and present it so that ordinary people, ordinary businesspeople, can understand it, everyone can do their own arithmetic, everyone has the potential to become an international trader. It was a personal computing revolution that was about to happen, and Leonardo was about to launch it.	Someone with a brilliant idea at the first stage of the business
12	136- 137	Date 2011 (111215) Title The U.S. federal government is on	BURNETT: I met a little boy in China this summer, his name was Bill. They named him after Bill Gates . We had sort of done this question as to whether the next Bill Gates or Steve Jobs would be born in China, or in the United States. Part of that's luck but part of	A successful entrepreneur (in computer technology)

		the brink of a shutdown. Congress continues negotiating a bill th Source SPOK: CNN_Burnett	that really isn't luck. Where do you think the next one of those people will be born? SCHMIDT: I think that the next one of those people will be born in America, and will be a successful American entrepreneur, because it's not just the person. It's the system that they're part of. Innovators create millions of jobs in America. We need	
13	152	Date 2011 (110227) Publication information PERSPECTIVE; Pg. D-02 Title OPEN FORUM Letters To The Editor Source NEWS: Denver Post	. # Michael Mazenko's column in last Sunday's Post was excellent. At last, a sympathetic, knowledgeable person speaks to the value and economic benefits of skilled trades. Sure, college is essential for some. I'm grateful for two degrees, but many successful people without them (think Bill Gates , your plumber, propane guy, etc.) are the bedrock of society. # I was raised when all work was respected. In high school, the vocational building was a few steps from the main one, students shared most academic classes, with little divide socially; we knew we'd find different jobs, no big deal. # The "smartest" kids don't necessarily do four-year college. Challenging kids to do their best in any career is what matters. # Margy Robertson, Monte	Successful drops-out college
14	160	Date 2011 (111122) Title German economic model - American style; The debt crisis is shaking Europe - and now Germany, too. But no Western country weathered the storm of the Great Recession as well as Germany. America can^ Author Thomas Kleine-Brockhoff	differences in political culture. Welfare-state solutions for problems of a stalwart, free-market economy are recipes that a minority loves and a majority loves to hate. # So, can the US really learn from Germany? I'd say: Yes, please, but American style! When Germany tanked in the '90s, it slept through a whole phase of modernization. When Apple and Microsoft, Oracle and Google grew to become global powerhouses, Germany stood by. Except for the software company SAP, there simply are no German equivalents. There is no German Bill Gates or Steve Jobs. # Germans barely do IT innovation. Why, then, would a country be seen as a global role model for industrial modernization after it has just about skipped a full cycle of innovation? # Well, Germans may not be good at transformative innovation, but they are great at incremental innovation. Germans, the saying goes, make things that	The Pioneer of particular field

		Source NEWS: Christian Science Monitor	go inside the thing that goes inside the thing. They produce niche products, and do that well. By the end of, say	
15	205	Date 2009 (091215) Title BECK for December 15, 2009 Source SPOK: Fox Beck	. He was obviously revered in the colonies, but he was also respected all around the world. He was -- he was beyond Bill Gates . I mean, there was hardly a house in France that didn't have his portrait in it or a plate with his face on it. France, by the way, hadn't become the surrender monkeys and non-deodorant America haters that they are now. This is a man that had tremendous influence in society all around the globe. People revered him. In England, they were afraid of him. 1938, Carl Van Doren wrote that when Ben Franklin went over to England, the paper said	Famous person (in general)
16	206	Date 2009 Publication information Grand Rapids, Mich. : Zondervan, Title Turning the Paige :a Getaway Girls novel : book two Author Walker, Laura Jensen. Source FIC: Turning the Paige :a Getaway Girls novel : book two	" # " I'd pick a professor-as long as he wasn't too nerdy looking, " Jenna said. " That way my kid would be both smart and athletic. " # " I'd probably go for a BillGates entrepreneur type so my kid would be rich and taken care of for life, " Kailyn said. # " And his dear old mother too? " Annette teased her daughter. # " Of course. Paige, if you do decide to go the sperm bank route, you'd better hurry up. I read an article in the doctor's office that said a woman's fertility starts decreasing in her early thirties and takes a big drop after age thirty-five. " # " I read that same	Successful Entrepreneur
17	237	Date 2008 (Jun 26, 2008) Publication information . , Iss. 1055; pg. 65, 7 pgs Title THE BATTLE FOR FACE BOOK Author Claire Hoffman Source MAG: Rolling Stone	by creating Facebook - now the sixth-mostvisited site in the world - as easy to use and as addictive as any drug. Every day, some 70 million users log on to gaze at their friends' profiles and post a wealth of information about themselves: phone numbers, personal preferences, romantic timetables. Zuckerberg and his staff work, often in all-night coding parties, to hock all that valuable consumer data to ravenous advertisers. With the number of users growing by at least 150,000 daily, it's no surprise that Zuckerberg has been called his generation's Bill Gates , another technological Wunderkind and Harvard dropout who changed	Richest, successful entrepreneur in computer tech, successful drops-out college, the pioneer of particular field

18	253	<p>Date 2008 (080817)</p> <p>Publication information</p> <p>DOMES TIC NEWS</p> <p>Title Joys, burdens of being best face Phelps now</p> <p>Author By PAULINE ARRILLAGA, AP National Writer</p> <p>Source NEWS: Associated Press</p>	<p>isn't the capital G a must? // " It's time to be the best ever, " a friend texted our new hero before he became just that. // Winningest Olympian. // Not just the best. // But The Best. // Ever. // Welcome to the fraternity, Michael Phelps. // Hardly any of us will ever know the secret handshake, what it's like to link that " -est " to our names: Strong-est, fast-est, rich-est, smart-est. B-E-S-T. To be the Michael Jordan or Tiger Woods, the <u>BillGates</u> or Stephen Hawking of our chosen fields. // Rather, we strive to be the best we can be and that, certainly, can be a kind of greatness. But the best? Ever? It's impossible to fathom, what it's like, how it feels, the metamorphosis from mere mortal to, as a headline called Phelps, " a god. " // There is the joy, yes. // Consider Woods the day after he became the youngest player, at 21, to</p>	The most successful on its field
19	261	<p>Date 2007 (20070413)</p> <p>Title</p> <p>ARNOLD SAVING THE PLANET; SAYS WASHINGTON NOT DOING ENOUGH</p> <p>Source SPOK: ABC_GMA</p>	<p>I don't concentrate on the things that I can't do because if I look at it to what I was able to accomplish in America because I'm in America, that is staggering. CHRIS-CUOMO-1ABC-# (Off-camera) You do, though, think about what it would be like to run for president if you could? GOVERNOR-ARNOLD-SC# Oh, yes. Absolutely. I've, I've thought about what it would be like to be an Olympic champion in shot put. I've thought about a lot of things, what would it be like to be <u>Bill Gates</u>, you know? Of course, I mean, you see those things in front of you, it will be, it's always fun to dream about those things. CHRIS-CUOMO-1ABC-# (Off-camera)</p>	Richest
20	288	<p>Date 2007 (Dec)</p> <p>Publication information</p> <p>Vol. 107, Iss. 22; pg. 50</p> <p>Title MARK CUBAN'S PASSION + HOWARD HUGHES'S VISIBILITY =</p> <p>Paul Allen</p> <p>Author L JON WERTHEIM</p>	<p>to roughly \$60 million. This was in keeping with a new philosophy of financial responsibility -- parsimony, even! -- that one might call Allen 2.0. He recently pared his portfolio and sold a number of his more whimsical investments. He even cashed in his stake in DreamWorks. Allen turned more than \$1 billion over to the same hedge-fund manager who runs Stanford's endowment and has invested heavily in Seattle real estate. While he still cruises the world aboard Octopus, he reportedly rents it out for \$700,000 a week. And while Allen may be no <u>Bill Gates</u>, there's that damn comparison again, his philanthropy has increased in recent years. Allen has contributed more than \$1 billion in his lifetime, and according to The Foundation Center, the Paul G. Allen Family Foundation is the 190th largest in the country. Allen's</p>	Richest

		Source MAG: Sports Illustrated	faith in sports has been rewarded by both franchises. When the Seahawks hosted the NFC Championship Game in January 2006, Allen hoisted the twelfth man banner to a rousing standing ovation from the crowd. When Seattle won the game, reaching the	
21	330	Date 2006 Publication information New York :: St. Martin's Press, Edition: 1st ed. Title Jane Austen in Scarsdale : or love, death, and the SATs / Author Cohen, Paula Marantz, 1953- Source FIC: Jane Austen in Scarsdale : or love, death, and the SATs	, as it was throughout much of the country. This was due, in part, to the prestige that certain colleges were assumed to confer--the decal on the car functioning in the manner of a designer logo and marking the kid as a high-end accessory. This was also due to the insecurity of parents, who sensed that their children were unformed artifacts at eighteen and were hoping that an excellent college would hand them a finished product. (What a finished product was supposed look like, of course, was open to question--although the next Steven Spielberg or <u>Bill Gates</u> , with a burning desire to live next door to their parents in Westchester, wouldn't be so bad.) Fortunately, as Anne reminded Vince, the most stressful period occurred during the first few months of the school year, when the best students (often those with the pushiest parents) applied for early admission. Once that notification had been made by mid-December, things grew relatively calm until the final decisions for regular applicants arrived in April. By then, changes in the angle of light,	Very Successful Entrepreneur
22	347	Date 2006 (Nov16) Publication information p60-68, 5p, 2c Title THE BABY BILLIONAIRES OF SILICON VALLEY. Author Kushner, David Source MAG: Rolling Stone	Each of them is sparking an online phenomenon that's radically transforming our culture and industry. The slight, redheaded twenty-two-year-old in ratty jeans and zebra-striped Adidas sandals is Mark Zuckerberg, founder of Facebook, the social-networking site valued at as much as \$2 billion. Nursing a drink across from him is Blake " Microsoft Killer " Ross, a sweaty twenty-one-year-old with a pubescent mustache and stiff, maroon buttoned-up shirt; Ross hatched Firefox, the alternative Web browser that's been downloaded 200 million times around the world and earned him the title of " the next <u>Bill Gates</u> . " # As the waitress brings another round, Seth Sternberg, the menschy, curly haired twenty-seven-year-old founder of Meebo, the instant-messaging sensation, reports that Chad Hurley, co-founder of YouTube, the viral-video powerhouse that would soon sell to Google for \$1.65 billion, is hoping to swing by - if he can break away from his wife and kids	Very Successful entrepreneur (in computer tech)
23	348	Date 2006 (Sep)	penetrate their thick hides, it is this from an open letter to # " May I suggest that having the lowest taxes in 65	Philanthrophist

		<p>Publication information</p> <p>Vol. 38</p> <p>Issue 9, p5-8, 4p</p> <p>Title Tilting at Windmills.</p> <p>Author Peters, Charles</p> <p>Source MAG: Washington Monthly</p>	<p>years on high-income taxpayers is not really as prudent as it might be if we were not running stupendous deficits, with far worse in the future? " You can't get any cheaper than that # Unfortunately, not all of the rich are as generous as Bill Gates. " The Walton family owns Wal-Mart stock worth more than \$90 billion, more than twice the value of the Gates family's Microsoft stock, " reports David Cay Johnston of The New York Times. " But the Bill and Melinda Gates Foundation is 35 times larger than the Walton Family Foundation. "</p>	
24	356	<p>Date 2006 (20060417)</p> <p>Publication information</p> <p>FEATU RES, CURRENTS</p> <p>Title Even those of modest means can afford a financial planner</p> <p>Author Steve Dinnen</p> <p>Correspondent of The Christian Science Monitor</p> <p>Source NEWS: Christian Science Monitor</p>	<p># Still, if it's wealth management you're after, there are ways to form a relationship with a financial planner. It's just that if you're not Bill Gates, it might take some extra effort. " There is, " as planner Jones notes, " somebody there for everybody. " # The titles planners carry # On a recent blog entry on a financial advice website, the writer signed off with her name followed by these letters: CISP, CRC, CRPS, CRSP, APA. # At a minimum, this woman has spent a lot of time taking tests. More likely, she wanted to let readers know that she has credentials to back</p>	<p>Richest person</p>
25	369	<p>Date 2006 (20060625)</p> <p>Publication information</p> <p>A SECTION; Pg. A-01</p> <p>Title Church^s donor seen as unable to fathom finances</p> <p>Author Eric Gorski and JP</p>	<p>. " We don't throw anyone overboard or shoot the wounded. " # Anderson talks about religion when answering questions about his ability to deliver on a promise that would rocket him into the Bill Gates stratosphere of philanthropy. # " People of faith need to be strong, and that faith is tested from time to time, " Anderson said. " I'm simply an instrument. God gave me talents and he gave me gifts. He gives me grace, and that's all I can ask. # " He didn't say it was going to be easy, did he? " # Staff writer Eric Gorski can be reached at 303-820-1698 or egorskidenverpost.com -- Anderson's trail of unpaid bills #</p>	<p>Philanthropist</p>

		Eichmiller Denver Post Staff Writers Source NEWS: Denver Post		
26	374	Date 2005 (Jul) Publication information Vol. 152, Iss. 2; pg. 144, 13 pgs Title Remembering Netscape: THE BIRTH OF THE WEB Author Adam Lashinsky Source MAG: Fortune	. People were looking for the next platform. Where am I going to be able to find the next Microsoft? Who's the next Bill Gates ? What's the next high-margin opportunity that's going to change the entire landscape of technology? So it was the opportunity to be the standard-bearer, the Microsoft of this new era. The myth of the golden management team starts here too. Later IPOs (think Webvan) will have almost nothing to offer but big-name leadership. HOMER: I did everything I could to package Marc and Clark. We had this cool guy, and the other guy is like Yoda. It's so good as a	The pioneer of particular field
27	384	Date 2005 (Nov) Publication information Vol. 36 Issue 8, p88-90, 3p, 2c Title Dan Janzen. Author Adler, Jerry Source MAG: Smithsonian	# Having put the idea into circulation, Janzen is content to sit back and let others carry it forward: he isn't a molecular geneticist, and he has no ambitions to be the Bill Gates of DNA. He views the " barcorder " not just as a useful tool for researchers, but as a way to spread " bioliteracy. " " If you don't know what you're looking at, then the tendency is to think of it as just a lot of green trash, " he says. " People treat nature the way you would if you were illiterate and saw a library as a big stack of firewood. " Naming is the beginning of understanding, which is a step	The pioneer of particular field
28	398	Date 2005 (20050213) Publication information A; Pg. 01 Title MIDDLE CLASS AND UNINSURED; Author BILL MURPHY,	# " Our study is frightening, " said David Himmelstein, a Harvard professor and the study's lead author. " Too often, private health insurance is an umbrella that melts in the rain. Unless you're Bill Gates , you're just one serious illness away from bankruptcy. " # Those buying insurance for themselves often feel they can afford only the lower monthly premiums on high-deductible, catastrophic policies. Those policies don't cover preventive care or routine medical problems. # President Bush's administration has sought market	The richest person

		Source NEWS: Houston Chronicle	solutions to address, in part, the lack of insurance or inadequate insurance among higher-income people. Primary among them is the health savings account, established in 2003 to provide a tax break to people who set aside money	
29	417	Date 2005 (20050917) Title Technol ogy and Ecology Around the World Source SPOK: CNN_Global	UNIDENTIFIED MALE: For a person that grew up as a young kid in Mexico shining shoes on the street, it becomes pretty personal. With today's technology, something like this device in a child's classroom or home, imagine what it will do. To me, it is fascinating to think of the possibilities. You know, there could be some place in Mexico, Brazil, India or Africa, there may be the next Bill Gates sitting there, but we'll never know. VAN MARSH: Teachers at Deep Slough (ph) Combined School say they're aiming for more realistic goals. Today's lesson, search online for clipart to make a flier selling electronics. For these students, there will be many obstacles ahead	
30	422	Date 2004 (20041227) Title RievaLa sonsky, Entrepreneur magazine, discusses tips to starting your own business Source SPOK: NBC_Today	Ms-LASONSKY: Because I've been doing this for 22 years, and every time I've talk to an entrepreneur, no one has ever regretted it. If you're smart about it, if you have a plan and you proceed step by step through your plan, you can mitigate that risk. And the most important thing to remember, if you fail once, or even make a mistake, learn from what you did wrong, don't make the same mistake again, and just sort of re-tool. Like Bill Gates , you know, Windows 3.0. There was a Windows 1 and a Windows 2, and they weren't good. But he figured out what was wrong, what will be better, and went for it. CURRY: And briefly, being smart also includes incorporating.	A never give up person