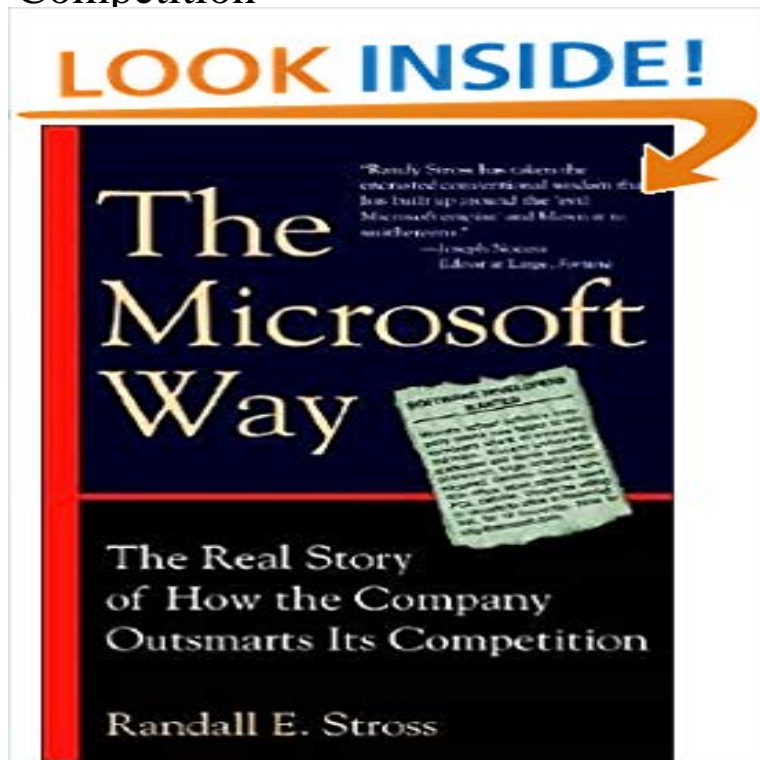


The Microsoft Way : The Real Story of How the Company Outsmarts Its Competition



Here is the real story of Microsoft, revealed by its own documents, interviews with its leaders & employees, & a clear-sighted, independent appraisal by a respected expert. Stross was the first business historian Microsoft let into its archives, enjoying unrestricted access to its Redmond campus for 3 years. Provides the most incisive analysis of Microsoft & its place in American industry. Describes what it is like to work at Microsoft, what lessons rivals can learn from its operation, & how smaller companies can still get a jump on the industry leader, just as Intuit & Netscape did.

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