



Microsoft Secrets: How the World s Most Powerful Company Creates Technology, Shapes Markets and Manages People (Paperback)

By Michael A. Cusumano, Richard W. Selby

SIMON SCHUSTER, United States, 1998. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. PREFACE TO THE PAPERBACK EDITION It gives us great pleasure to write this special preface to the paperback edition of Microsoft Secrets, which we originally published in October 1995. The book has been translated into fourteen foreign languages and has been on best-seller lists around the world, in markets ranging from the United States and Japan to Germany, Brazil, and China. The personal computer software industry moves very quickly, and much has happened to Microsoft in the past three years. The strategies and principles discussed in Microsoft Secrets still appear to be guiding the company forward. The Internet: The most important change has been the rise of the Internet and the World Wide Web. When we were writing this book, Microsoft was almost totally focused on finishing Windows 95 (which shipped in August 1995), revising Office and some other applications to go with its new operating system, and launching the proprietary online network, Microsoft Network. Not until December 1995 did Bill Gates and other Microsoft executives become truly serious about the Internet, even though they did ship a basic browser, Internet Explorer...



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