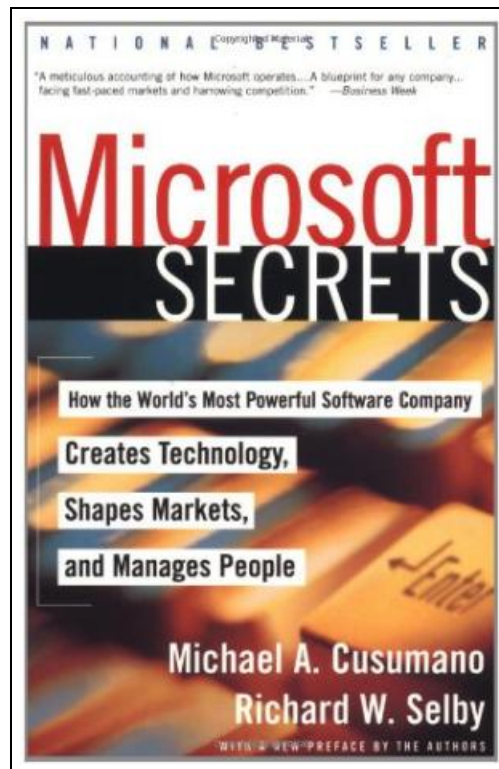


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SIMON SCHUSTER, United States, 1998. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. PREFACE TO THE PAPERBACK EDITIONIt gives us great pleasure to write this special preface to the paperback edition of Microsoft 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 1.0, with Windows 95. Since that time, Microsoft has changed most of its product plans and products to make sure that they took advantage of the Internet s enormous capabilities. Microsoft now has 40 percent of the browser market (compared to 60 percent for Netscape). Microsoft also has a strong and growing position in server software based on Windows NT. Plans for Microsoft Network did not work out as expected, although Microsoft has remade much of this system into a Web-based service. Microsoft has made made their operating systems and applications software. Microsoft Office had about 90 percent of the desktop applications market...



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