

Erik Stevenson

From: Brad Chase
To: anner
Cc: bradsi; doughe; jefft; jimbr; jonl; martyta; richf; steveti
Subject: RE: 3rd Party Books - Chicago
Date: Friday, January 14, 1994 11:15AM

pls no more mail on this. just go talk to richf or whomever he designates on his team

From: Anne Rupley
To: Brad Chase
Cc: Brad Silverberg; Doug Henrich; Jeff Thiel; Jim Brown; Jonathan Lazarus; Marty Taucher; Richard Freedman; Steven Timm (PR)
Subject: FW: 3rd Party Books - Chicago
Date: Friday, January 14, 1994 10:24AM

Obviously this is a very complicated issue. Clearly, third party developer support of the product is critical for Chicago, thus Microsoft. I believe jonl's group has the charter for developer relations and I'm sure has a strong plan-of-action for how to prepare the developer community for Chicago. I just flag this because Brad one of your first comments was "Personally, I don't like the idea of any books coming out before Chicago". I'm unclear at this point where the decision was made to pre-release a book and if it was made in context of the larger developer relations plans which has the charter to drive this aspect of the business or by MSPress who is driving their Publishing business.

For the sake of discussion, let's say it has been determined that there needs to be pre-release book(s?) on Chicago to augment jonl's plans. Again Brad you stated, "We don't have the bandwidth to support multiple vendors ... so it is easiest for us to work with press and solve our customers needs.". I can certainly understand where you are coming from with the timelines you are up against with your group right now but there are significant ramifications to this decision.

The Third Party Publishers Program is very much like the Developer Relations Program in that we spend enormous cycles building relationships and working with publishers who are already leary of Microsoft Press. As Steve pointed out, this case is in fact very very different from Inside NT because we didn't need to break NDA for that book which is highly sensitive decision. While your group has limited time to work while multiple publishers, my group has limited time to handle what will be overwhelming negative response from the Publishers we have worked so hard to win over. And I'm not just talking about the immediate time hit when the book comes out, but a long-term stigma that would stay with the publishing houses for years and I doubt if we could ever fully recover.

So the bottomline is: how critical is it to have a pre-release book published in the firstplace and why this is necessary given developer relations other plans? If it is deemed necessary, then let's work together to come up with a long-term decision that doesn't overextend any of Microsoft's internal resources. Perhaps we could open up the NDA to Tier1 Publishing Houses and work together on a resource plan to manage. Again, we want to come to resolution on this and do the right thing for MS business.

Anne

From: Steven Timm (PR)

MS-PCA 2618266

CONFIDENTIAL

To: Debra Vogt; Brad Chase; Brad Silverberg; Tracy Van Hoof
Cc: Jane Broom; Jeff Thiel; Jim Brown; Richard Freedman
Subject: RE: 3rd Party Books - Chicago
Date: Wednesday, January 12, 1994 6:15PM

**Privilege Material
Redacted**

That focuses the issue then on the PR ramifications of allowing "Inside Chicago" to have a leg-up over the competition. Is it worth giving the trade press and the competitors of MS Press ammunition to shoot at us? Will that be a distraction from keeping us focused on the business at-hand? Do we really have the extra cycles to spend on this issue?

Brads/Brad/Richf.....it is unclear to me why you guys are willing to deal with the consequences, but if you are, I'm not sure what else I can do to try and change your minds. I'm still opposed and make one last request for you to reconsider.

Thanks for hearing me out.....

From: Debra Vogt
To: Brad Chase; Brad Silverberg; Steven Timm (PR); Tracy Van Hoof
Cc: Debra Vogt; Jane Broom; Jeff Thiel; Jim Brown; Richard Freedman
Subject: RE: 3rd Party Books - Chicago
Date: Tuesday, January 11, 1994 7:18PM

ATTORNEY-CLIENT PRIVILEGED COMMUNICATION

**Privilege Material
Redacted**

From: Brad Chase
To: Brad Silverberg; Steven Timm (PR); Tracy Van Hoof
Cc: Debra Vogt; Jane Broom; Jeff Thiel; Jim Brown; Richard Freedman
Subject: RE: 3rd Party Books - Chicago
Date: Tuesday, January 11, 1994 4:54PM

Steve I appreciate your position as the mgr of the relations program but unless i am mistaken you are not a lawyer and should refrain from making legal opinions.

a inside chicago book is wanted by our customers, we don't have the bandwidth to support multiple vendors so there is a practical reason for doing what we are doing. it is easiest for us to work with press and solve our customers needs. i am not aware of any legal issues brought on by the Inside NT book for example.

**Privilege Material
Redacted**

again richf owns

From: Steven Timm (PR)
To: Brad Chase; Brad Silverberg; Tracy Van Hoof
Cc: Jane Broom; Jim Brown; Steven Timm (PR)
Subject: RE: 3rd Party Books - Chicago
Date: Tuesday, January 11, 1994 3:33PM

MS-PCA 2618267

Brad, I think everyone over here agrees with you that *any* early books on Chicago are not in MS's overall best interests.

In light of the Dept of Justice's current investigation, I don't think it is smart to demonstrate any kind of behavior that could be construed as "monopolistic" or "exclusionary". If we allow "Inside Chicago" to be released early, we can expect to hear the allegations we've all heard before....."MS is unfair, they discourage competition, they don't play on an even playing field, they give internal groups preferential treatment".....and in spite of the short-term financial benefits MS-Press might receive with a head-start, I just don't see the upside potential outweighing the negative consequences here.

I'm requesting that you put a stop to any early release of "Inside Chicago". If there are compelling reasons to do a "first look" book concept, let's make it wide open and allow market forces to determine who plays and who publishes a Chicago book. It should be either a totally closed program with everybody abiding by the same NDA rules or a completely open program.....I just can't see us defending any other position.
Thanks.

Steven Timm
Mgr. Strategic Relations Programs

From: Brad Silverberg
To: Brad Chase; Tracy Van Hoof
Cc: Jane Broom; Jim Brown; Steven Timm (PR)
Subject: RE: 3rd Party Books - Chicago
Date: Tuesday, January 11, 1994 12:06PM

Personally, I don't like the idea of any books coming out before Chicago. Perhaps just one, Inside Chicago. The product will be under NDA until it ships, therefore books cannot ship until the NDA is lifted (ie when the product ships).

From: Tracy Van Hoof
To: bradc
Cc: bradsi; janeb; jimbr; steveti; tracyv
Subject: 3rd Party Books - Chicago
Date: Tuesday, January 11, 1994 10:55AM
Priority: High

Brad--

As liaison for 3rd party book publishers, I must communicate their desire to release books on Chicago at the same time as MS Press. Last week, MS Press updated us on their business plan for Chicago. Although release dates for their two books are not firm, it seems they will be released before the product is formally announced. At this point in time, I am still telling 3rd party pubs they cannot release their books until the product has been announced.

Assuming MS Press will be releasing their books prior to product announce, we need to determine whether MS's efforts are better served by having multiple books about Chicago available OR *only* MS Press books.

If we decide to allow 3rd party publishers to release books before product release, we need to determine a date they can deliver. If 3rd party publishers are told to wait until product announce, and MS Press releases prior, how would you suggest we address what 3rd party book pubs will perceive as an "unlevel playing field."

MS-PCA 2618268

We would like to meet and discuss this issue as soon as possible. Can you please give us your topline thoughts via mail and suggest a date/time that we can meet?

Your cooperation is much appreciated.

Thank you,

Tracy Van Hoof
Book Publisher Program Coordinator
Microsoft Strategic Relations

MS-PCA 2618269