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From bradsi Fri May 24 18:05:45 1991
To: davidcol richab richt
Subject: Life during wartime, part 2
Date: Fri May 24 18:05:41 1991

| >From robg Fri May 24 17:25:16 1991
| To: billg mikehal steveb
| Subject: Life during wartime, part 2
| Cc: bradsi jonl paulma robg
| Date: Fri May 24 17:25:06 1991
|
| Any feedback on the memo I sent?
| Having just read the report on IBM's developers' conference last week
| (attached although I'm sure you all saw it) I say "pedal to the medal"
| on all fronts. In addition to the non-IBM stuff I recommended, I
| think we should stay super polite publically but drop the private
| neutron bombs. Let's hire all their good guys (let me know if you want
| me to go after Brad Beitel — I bet we could get him esp. if we let
| him stay in northern california — e.g. work for GBU). Let's go visit
| all of their key corporate customers and disclose the details of how
| well NT OS/2 will run 16bit windows apps natively. Let's visit Jack
| Kuehler and John Akers and explain to them how much money their PC
| Group is throwing at a losing proposition and how easy it would be for
| them to work with Microsoft if they weren't on a path to take us out
| of our core business of desktop operating systems. And finally — let's
| give copies of the MS/IBM audit to each of the 25 most influencial ISVs.
| An maybe even corporate customers too if there are no legal issues.
|
| it OS battle, as WinWorld
| showed this week. But IBM is out there saying that the real war is
| 32 bit OS's. We shouldn't buy into this paradigm but it does mean total
| war, sensibly and maturely fought (i.e. not in the press) but total
| war nonetheless.
|
| Rob
| ——
| >From michaele Fri May 24 15:28:01 1991
| To: RobG VictorC
| Subject: Multimedia on OS/2
| Date: Fri May 24 15:27:09 1991
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|
| Maybe you've already seen this? If not at least check out the last
| paragraph.
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