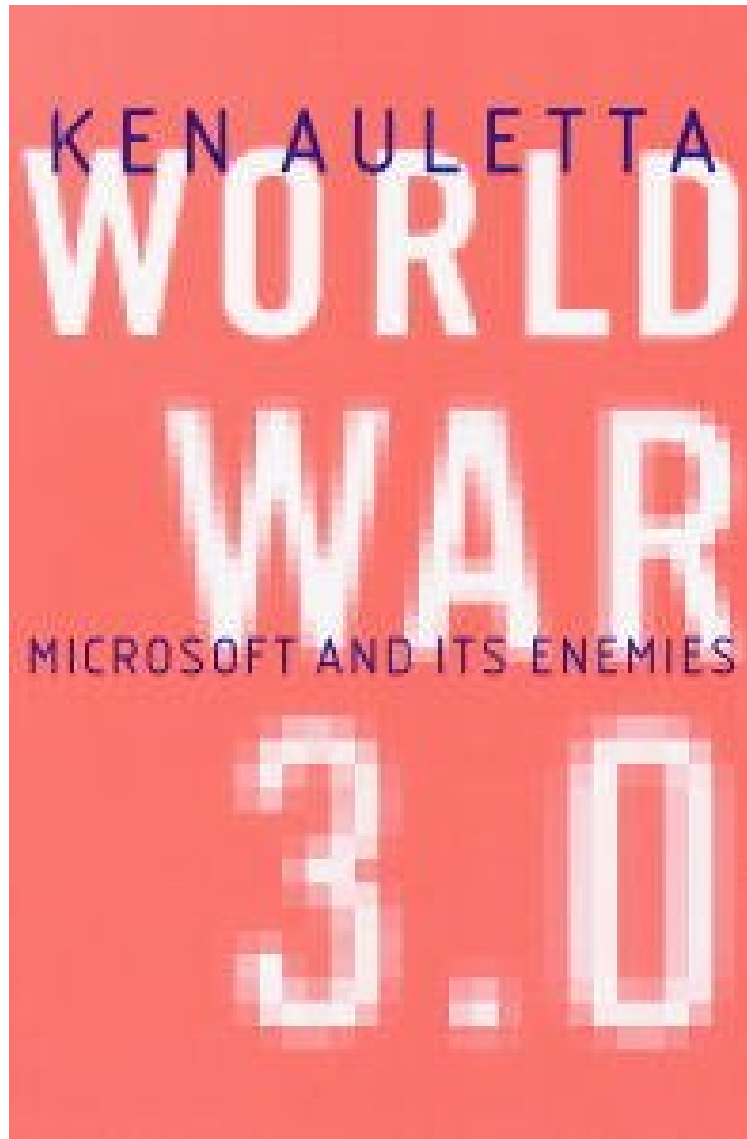


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World War 3.0: Microsoft, the US Government, and the Battle for the New Economy

Ken Auletta

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Ken Auletta : World War 3.0: Microsoft, the US Government, and the Battle for the New Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised World War 3.0: Microsoft, the US Government, and the Battle for the New Economy:

9 of 13 people found the following review helpful. A balanced report of the Microsoft TrialBy mckoss[Disclosure: I am a Microsoft employee]I found this book to be very balanced (though far from always flattering to Microsoft). Both

sides take their licks at the hands of Mr. Auletta. Though I was paying moderately close attention during the course of the trial, this book pulls the events into perspective and shows how each side was approaching the case. As to the timing of this book release, the war is not yet over...but we do have a decent amount of perspective from the case since the trial and settlement negotiations were substantially complete in April 2000. The best part of the book is Chapter 21. Here, is much new material on what it was that Microsoft and the US government were able to agree to in a negotiated settlement. We get a picture of Microsoft, not agreeing that we broke the law, but willing to compromise and agree to behavioral remedies that would have given competitors assurances of access to Windows technology and freedom from retaliation. But Joel Klein failed in bringing the States into the negotiation process and was unable to form a consensus opinion about what it was the government(s) wanted from the case. And so an opportunity to close this conflict was missed....at an expense of millions of tax dollars, perhaps 100 million expense to MS, and helping to precipitate the stock market downslide of technology stocks in the spring of 2000 (thanks, Joel Klein and Janet Reno!).

2 of 8 people found the following review helpful. Where's the reality distortion field???

By CustomerJust finished the book and really enjoyed it. Auletta had so much material to synthesize into his viewpoint that at times I found the reading laborious (Warden reading MSFT's arguments in court, etc.). After I was done I was struck by the absence of any discussion of "reality distortion fields." Everyone has heard that Steve Jobs "RDFs" people, and I found myself seeing the fingerprints of RDFing everywhere (Bill Gates' intransigence early on, Judge Jackson thinking Microsoft's general counsel was dumb, etc.). After I finished I was gratified, but I found myself wanting to read an article on "Reality Distortion Fields in WW 3.0". As I can't email Auletta, I thought I'd throw this idea up here in case he reads his reviews.

7 of 7 people found the following review helpful. It ain't over till it's over-MSFT vs US in exquisite detail

By Joanna D. Just when we were waiting for Microsoft to meekly split itself based on the outcome of the first landmark court decision, it looks like the software giant is racking up the points in what may be the most exciting appeals case in US history. World War 3.0 couldn't have come at a better time. This book goes into background about Internet browsers, the internet itself and computer operating systems, a key point in the anti-trust lawsuit. And it does an equally thorough job of informing the reader about US anti-trust law. These details are essential to understanding the case against Microsoft, and they are presented here in a way that is detailed yet completely comprehensible. This would be dry reading indeed if there were not also vivid descriptions of the players; Bill Gates, brilliant, visionary, self-absorbed and completely ill-equipped to play the high-stakes game of personality; the prosecutor, who has gotten himself the case of a lifetime and Judge Thomas Penfield Jackson, traditional and sober judge. What is surprising is how much Judge Jackson reveals in this book, as judges are notoriously close-mouthed. The appeals process is now underway and it ain't over till it's over. If you want to be informed on a case that will literally affect the future of technology, it's well worth reading World War 3.0.

The Internet Revolution, like all great industrial changes, has made the world's elephantine media companies tremble that their competitors-whether small and nimble mice or fellow elephants-will get to new terrain first and seize its commanding heights. In a climate in which fear and insecurity are considered healthy emotions, corporate violence becomes commonplace. In the blink of an eye-or the time it has taken slogans such as "The Internet changes everything" to go from hyperbole to banality-"creative destruction" has wracked the global economy on an epic scale. No one has been more powerful or felt more fear or reacted more violently than Bill Gates and Microsoft. Afraid that any number of competitors might outflank them-whether Netscape or Sony or AOL Time Warner or Sun or ATT or Linux-based companies that champion the open-source movement or some college student hacking in his dorm room-Microsoft has waged holy war on all foes, leveraging its imposing strengths. In World War 3.0, Ken Auletta chronicles this fierce conflict from the vantage of its most important theater of operations: the devastating second front opened up against Bill Gates's empire by the United States government. The book's narrative spine is United States v. Microsoft, the government's massive civil suit against Microsoft for allegedly stifling competition and innovation on a broad scale. With his superb writerly gifts and extraordinary access to all the principal parties, Ken Auletta crafts this landmark confrontation into a tight, character- and incident-filled courtroom drama featuring the best legal minds of our time, including David Boies and Judge Richard Posner. And with the wisdom gleaned from covering the converging media, software, and communications industries for The New Yorker for the better part of a decade, Auletta uses this pivotal battle to shape a magisterial reckoning with the larger war and the agendas, personalities, and prospects of its many combatants. From the Hardcover edition.

From Library Journal Auletta, communications columnist for The New Yorker, recounts the real trial of the century, which he covered from the beginning. Copyright 2000 Reed Business Information, Inc. "Masterful character descriptions and moments of drama. Auletta seems to understand the essence of Gates. In Auletta's hands, the master of Microsoft emerges as a hypercompetitive untamable adolescent." ndash;Chicago Tribune" Auletta painstakingly re-creates the broader context of the conflict... [and] presents both sides' points of view. World War 3.0 serves to clarify complex issues that could be resolved in any number of ways." ndash;New York Times" Splendid... I cannot recall a book written about a complex civil trial that describes it as completely and compellingly." ndash;Floyd

Abrams, Brill's Content From the Trade Paperback edition. From the Author "The Microsoft case is the most important legal dispute of this century or the last. Ken Auletta has done something extraordinary in making its significance sing. His book is a perfect integration of the legal and the business drama at the heart of the case. His insights are relevant not just to the narrow field of antitrust, but to democracy in a technology-governed world in general, and to the struggles that will define the coming decades." - Lawrence Lessig, author of *Code and Other Laws of Cyberspace* "With assurance and skill, Ken Auletta weaves complex economic, legal, and technological ideas into a most compelling story. Like all fine courtroom dramas, the book's hallmark is its vivid delineation of the character of the protagonists. To transform a complex antitrust case into such a gripping narrative is an impressive accomplishment." - Richard C. Levin, Beinecke Professor of Economics and President, Yale University "It is hard to imagine a more absorbing account of Microsoft's marathon battle with the U.S. government and its legions of tenacious rivals. In prose that is at once deft, lucid and knowing, Ken Auletta unravels the mysteries of antitrust law, as well as the arcana of computers and the Internet, with magisterial ease. Who else could have packed so much information between two covers and yet made the narrative so fluent and compelling? Best of all, the book is liberally sprinkled with memorable portraits of the protagonists... This book is a gripping courtroom drama, an elegy for Microsoft's warrior culture, and mandatory reading for anyone interested in the future of the Information Age." - Ron Chernow, author of *Titan: The Life of John D. Rockefeller, Sr.*