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Ofeb-03.txt

press and analysts
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/PRNewswire -- Feb. 3/
08:03 EST
5973 02/03/92 08:03 EST
:TICKER: AAPL BORL LOTS NOVL
:SUBJECT: CA
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Received via NewsEDGE from Desktop Data, Inc.: 02/03/92 05:20

***** 256
From bradsi Mon Feb 03 19:32:42 1992
To: bradc davidcol
Cc: johnlu mackm richf richt russs
Subject: RE: borland and dri
Date: Mon, 03 Feb 92 19:32:42 PST

yes, we need to do something along these lines. this is what I mean
by the "product treadmill". dri is already perceived as being ahead.
if i were them, i'd come out with new utils and call it 6.5; keep ms
on the treadmill. borland did it to us in languages; to lotus in
spreadsheets. let's not let dri do it to us in msdos.

too many will just be a churn. but we can't just sit on the
sidelines till msdos6, hoping fud and leaks will carry us.

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EXH 30 DATE 2/13/02
WITNESS Silverberg
MARY W. MILLER

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| >From davidcol Mon Feb 3 17:07:57 1992
| To: bradc bradsi
| Subject: RE: borland and dri
| Cc: johnlu mackm richf richt russs
| Date: Mon Feb 3 17:06:46 1992

| my 2 cents....

| DRI is getting perceived as the product innovator/leader
| because they look to be more active with new products.
| User's making a buying decision like the guy who appears
| to be in front doing the new stuff.

| We should be doing bundle after bundle with utilities,
| do one at a time, spread out 2-3 months apart or what
| ever cycle makes sense. Give each a new version number,
| MS-DOS 5.1; MS-DOS 5.2, etc. User will associate the
| number with the utilities you bundled and perceive
| MS-DOS is really moving forward.

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From bradsi Mon Feb 03 19:35:06 1992
To: johnen
Subject: Re: test team
Date: Mon, 03 Feb 92 19:35:06 PST

| >From johnen Mon Feb 3 17:11:44 1992
| To: bradsi
| Subject: test team
| Date: Mon Feb 03 17:09:51 PDT 1992

| couple of items more of an fyi -

| 1. looks like jodyg is going to fill the
| test services position post 3.1 ship.
| I'm working out the details on this
| with her and try to have names for
| this team soon.

good.

| 2. jodyg and i have been working with
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