

From jonl Wed Jun 17 23:48:55 1992

Subject: Re: pincer

From: bradsi

Date: Wed, 17 Jun 92 23:48:55 PDT

Cc: richt, dwaynew

Right on!! (how 60ish)

We need to take back the "real" retail market, That means selling RTR to the masses. We can work with resellers and get some strong local newspaper and radio offers that present Windows as something you buy and love today.

NT will be red hot and that will be the other pincer.

> From: bradsi

> Subject: pincer

> To: richt

> Date: Wed Jun 17 21:56:42 1992

>

> the reports from the press tour sound great. the pincer strategy

> is working. we are giving os/2 no room to maneuver.

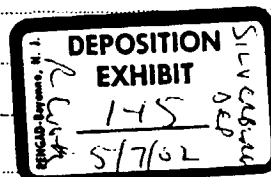
>

> ibm looks like they are going to try a retail blitz. even more

> important that we keep the retail heat on during the summer.

> what are some of the promotions mikene is recommending?

> let's make it a long hot summer for ibm.



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