===
>From   robg Fri Jun 21 17:04:08 1991
To: chrisp
Cc: robg wobumgrs
Subject: Windows Bookshelf

This is great. Let's meet tuesday so I can make sure we line up the
right people. It should be people both from my group and our

multimedia publishing effort (greg riker or tom corddry probably.
tentatively 1pm -- we'll send confirming mail on monday.

Rob
===
>From   jeffo Fri Jun 21 18:06:11 1991
To: chrisp jeannes
Subject: CD-ROM documentation

I just talked to Laurie on the phone. OBU did something
like this a couple of years ago for the Microsoft Office
on CD-ROM. This is the same package as the regular Office
bundle only it's on CD and the docs are all online.

Laura Jennings worked with a company in CA called Xiphias
to get the docs online. Xiphias chunked the docs up into
little HyperCard-style card chunks, which Laurie says turned
out better than anyone thought. I'll take a look at this
and let you know what I think.

And get this, Xiphias calls their search engine the "Xearch
engine."

From chrisp Tue Jul 16 07:57:46 1991
To: jeffr ronso
Cc: jonre mikemap peteh
Subject: FW: Quatro and PC Word
Date: Tue Jul 16 07:56:40 PDT 1991
Mail-Flags: 0000

This is the mail I sent...

>From   chrisp Mon Jul 15 16:16:49 1991
To: mcimail?TO:__Philippe_Kahn#___EMS:_MCI_Mail
Subject: Quatro and PC Word

Hi Philippe, we haven't met yet, I'm the General Manager of the
Word Business Unit at Microsoft. I know this sounds odd, but
I would like to explore the option of doing some co-marketing deal
between Quatro Pro and PC Word 5.5. These products have a lot in
common...both are critical successes (the magazines pick them
as best buy), but compete against a strong entrenched DOS competitor.

Working together would generate a lot of press for both products
plus potentially be a great deal for customers. There are a lot of
options to consider, all the way from a co-press release to an
actual bundle.

I really hope the industry hasn't gotten so formalized that stuff
like this can't happen anymore, but if you think this is just too weird,

I understand completely and we'll do something else...if you think it
might actually sell some extra copies then give me a name of someone
at Borland and we'll explore a little more...

From chrisp Tue Jul 16 07:54:37 1991
To: jeffr ronso
Cc: jonre mikemap peteh
Subject: FW: RE: Quatro and PC Word
Date: Tue Jul 16 07:53:33 PDT 1991

Mail-Flags: 0000

I guess my mail worked...

>From   mcimail?TO:__Philippe_Kahn#___EMS:_MCI_Mail#___MBX:_0002272940
Mon Jul 15 19:06:10 1991
To: chrisp
Subject: RE: Quatro and PC Word

Date: Mon Jul 15, 1991 8:05 pm EST

From: Philippe Kahn
    EMS: MCI Mail
    MBX: 0002272940
Handling: LETTER
Message-Id: 51910716010515/0002272940NA2EM

I think that this is a great idea. How do we get the ball rolling?

From blasga Mon Jul 29 08:42:22 1991
To: reps
Cc: chrisp intlword jeffr keiths mikemap susanmab wobu
Subject: WINWORD 2.0 LEAK IN PCWEEK
Date: Mon Jul 29 08:36:08 pdt 1991
Mail-Flags: 0000

We just learned that next week PCWeek will be running a front-page
article on WinWord 2.0. We work very, very hard to keep all
information about the new version confidential. When an important
product is in the pipeline, the potential for leaks always exists.

We haven't seen the final article yet, but we believe it will be
positive. A few of the things that we suspect will be mentioned in the
article are: easier print merge, toolbar, table improvements, frames,
polished interface, zoom. Once the article comes out, we will
follow-up with a more detailed email.

Here is how we believe we should all proceed based on this leak:

> It is still very important that we don't allow the
   competition to get specific info on features and other
   details on this new version. There are many great
   things that will give us a good advantage over the
   competition and the longer it is before they really see
   what our second version will do, the better.
> We should tell accounts that NO betas are available at
   this moment (see bellow for more details on beta plans)
> Even after this article, we should continue with
   BUSINESS AS USUAL. That is, we don't talk about
   unannounced products.
> We have been working very hard and will keep working
   hard on minimizing any further leaks to the press until
   the product is announced. We appreciate your.
> WinWord 1.1a is hot. It should be the current choice
   hands down! (See email today on winning Software
   Digest - beating WordPerfect and AmiPro 2.0!)
> Countdown of WinWord 2.0 activities:
   - NSM: there will be extensive training at the NSM on
      WW2. Three hours hands-on training for the whole

field, one hour of competitive and marketing
information, plus special SE training. Additional
training for SE's is being planned.
- Marketing Beta: each CAM will nominate TWO accounts
for the marketing beta, which will be distributed by
the end of August. (CAM's have already received
detail beta plan)
- CPP: each CAM will nominate TEN accounts for the
Corporate Preview Program, which will happen early
October.
- Product Shipment: product will ship before the end
of the year. We can NOT be more specific than this.

Lets keep the WinWord where it is: the best selling Windows word
processor!

Please let us know if you have any questions.

Word Marketing Group

From jeffr Mon Jul 29 19:03:29 1991
To: billg mikehal mikemap
Subject: FYI-Who's switching to Win Word
Date: Mon Jul 29 19:03:27 1991
Mail-Flags: 0000

See last part of mail.

>From elainew Mon Jul 15 12:44:55 1991
To: jeffr
Cc: mikef
Subject: FW: ANSWERS: Jeffr questions
Date: Sun Jul 15 12:00:30 PDT 1990

Jeff,

I know that it has been a while to get you a response but Mike had
them run a special cross tab for us. The breakdown of what word
processing package the users switched from is below.   The greatest
percentage switched to WinWord from Wordperfect!

>From   mikef Thu Jul 11 09:27:59 1991
To: elainew
Subject: ANSWERS: Jeffr questions

Date: Thu Jul 11 09:28:24 PDT 1991

RE: A Survey of Windows 3.0 Usage Among Software Power Users

TOPLINE:
Of the sample of 988 Power Users:

    * 38% (376) Currently use Windows 3.0 in their work
      20% (198) plan to buy or are evaluating Windows 3.0 for purchase
      15% (148) have Windows 3.0 available at work but aren't using it
      27% (267) have no intention to buy or use Windows 3.0

Of the 38% (376) Power users currently using Windows 3.0 at work: