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From bradc Mon Jul 20 17:11:46 1992
X-MSMail-Message-ID: 8431ED73
X-MSMail-Conversation-ID: B431ED73
X-MSMail-WiseRemark: Microsoft Mail -- 3.0.729
From: Brad Chase <bradc@microsoft.com>
To: richf w-coll w-martin
Date: Mon, 20 Jul 92 16:44:14 PDT
Subject: FW: msdos6

with beta coming we need to move to have a plan

From: Brad Silverberg
To: Brad Chase
Subject: msdos6
Date: Wed, Jul 15, 1992 1:03PM

i'd like to hear in more detail your plans for advance pr on msdos6 how
are we going to build momentum? how will we set the agenda for msdos? not
let novell drive the dos message and be viewed as the new owner of dos? we
need to work out our message for how we take msdos forward and tie it into
windows? these are very tricky tough issues.

i am wondering if we aren't playing things too close to the vest right now.
we cannot let the "too little too late" or "glass half full" perception take
hold. we need to let the world know we are working on multiple versions
of msdos at the same time, and set a positive message/momentum for astrc.

further, we need to make sure the other pr spokespeople for systems carry
the right msdos message. i don't want to be known as the guy who lost msdos
for microsoft.

Plaintiff's Exhibit

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Comes V. Microsoft

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