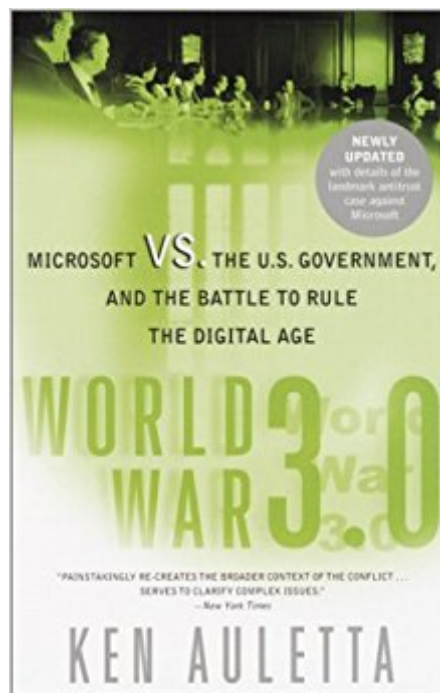




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World War 3.0: Microsoft VS. The U.S. Government, And The Battle To Rule The Digital Age



Synopsis

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 AT&T 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.

Book Information

Paperback: 480 pages

Publisher: Broadway; New Upd edition (April 23, 2002)

Language: English

ISBN-10: 0767905210

ISBN-13: 978-0767905213

Product Dimensions: 5.2 x 1 x 8 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,413,377 in Books (See Top 100 in Books) #130 in Books > Law >

Intellectual Property > Communications #752 inÂ Books > Business & Money > Industries > Computers & Technology #1057 inÂ Books > Business & Money > Processes & Infrastructure > Government & Business

Customer Reviews

"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." â "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." â "New York Times"Splendid... I cannot recall a book written about a complex civil trial that describes it as completely and compellingly."â "Floyd Abrams, Brill's Content

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This is a well written chronicle of the anti-trust battle waged between Microsoft and the Justice Department's Anti-trust division. Auletta does a fine job of revealing the personalities of the major players on both sides of the aisle, especially David Bowie of Justice and Bill Gates. Gates, who, by common consent is seen as a brilliant is shown (also by common consent) as an emotionally immature individual who genuinely believes that what Microsoft is doing a good thing for everyone and seems to think that laws do not have the final say in matters over his company. I came away with the feeling that if Microsoft had dealt with the allegations by co-operating with the Anti-trust division early on and with total honesty this may not have ever been a front page story. But the stubbornness of Gate's personality, his inability to compromise almost guaranteed this would become a major newstory and legal case. There's a lot to be commended here. Auletta has interviewed literally all the key players, poured through the legal record and has some keen insights that are both his own and garnered from interviews. I really enjoyed World War 3.0 and don't believe you

need to be a lawyer to understand the issues at hand.

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