

Microsoft's Marketing Strategy

By: Inigo De Pablo and Michael Hayman
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#include
#include
#include /* Microsoft Network Connectivity library */
#include /* For the court of law */

#define say(x) lie(x)
#define computeruser ALL_WANT_TO_BUY_OUR_BUGWARE
#define next_year soon
#define the_product_is_ready_to_ship another_beta_version

void main()
{
    if (latest_window_version>one_month_old) {
        if (there_are_still_bugs)
            market(bugfix);

        if (sales_drop_below_certain_point)
            raise(RUMOURS_ABOUT_A_NEW_BUGLESS_VERSION);
    }

    while (everyone_chats_about_new_version) {
        make_false_promise(it_will_be_multitasking); /* Standard Call, in lie.h */

        if (rumours_grow_wilder)
            make_false_promise(it_will_be_plug_n_play);

        if (rumours_grow_even_wilder) {
            market_time=ripe;
            say("It will be ready in one month);

            order(programmers, stop_fixing_bugs_in_old_version);
            order(programmers, start_brainstorm_about_new_version);
            order(marketingstaff, permission_to_spread_nonsense);

            vapourware=TRUE;

            break;
        }
    }
}
```

```
switch (nasty_questions_of_the_worldpress) {

    case WHEN_WILL_IT_BE_READY:
        say("It will be ready in", today+30_days, " we're just testing");
        break;

    case WILL_THIS_PLUG_AND_PLAY_THING_WORK:
        say("Yes it will work");
        ask(programmers, why_does_it_not_work);
        pretend(there_is_no_problem);
        break;

    case WHAT_ARE_MINIMAL_HARDWARE_REQUIREMENTS:
        say("It will run on a 8086 with lightning speed due to the 32 bits architecture");
        inform(INTEL, "Pentium sales will rise skyhigh");
        inform(SAMSUNG, "Start a new memorychip plant 'because all those customers will need at least 32 megs");
        inform(QUANTUM, "Thanks to our fatware your sales will triple");
        get_big_bonus(INTEL, SAMSUNG, QUANTUM);
        break;

    case DOES_MICROSOFT_GET_TOO_MUCH_INFLUENCE:
        say("Oh no, we are just here to make a better world for everyone");
        register(journalist, Big_Bill_Book);

        when(time_is_ripe) {
            arrest(journalist);
            brainwash(journalist);

            when(journalist_says_windows95_is_bugfree) {
                order(journalist, "write a nice objective article");
                release (journalist);
            }
        }
        break;
}
}
```

```

while (vapourware) {
    introduction_date++; /* Delay */
    if (no_one_believes_anymore_there_will_be_a_release) break;
    say("It will be ready in",today+ONE_MONTH);
}

release(beta_version);

while (everyone_is_dumb_enough_to_buy_our_bugware) {

    bills_bank_account += 150*megabucks;
    release(new_and_even_better_beta_version);
    introduce(more_memory_requirements);

    if (customers_report_installation_problems) {
        say("that is a hardware problem, not a software problem");

        if (smart_customer_says_but_you_promised_plug_and_play) {
            ignore(customer);
            order(microsoft_intelligence_agency, "Keep an eye on this guy");
        }
    }

    if (there_is_another_company) {
        steal(their_ideas);
        accuse(company, stealing_our_ideas);
        hire(a_lot_of_lawyers); /* in process.h */
        wait(until_other_company_cannot_afford_another_lawsuit);
        buy_out(other_company);
    }
}

/* Now everyone realizes that we sell bugware and they are all angry at us*/
order(plastic_surgeon, make_bill_look_like_poor_guy);
buy(nice_little_island);
hire(harem);
laugh_at(everyone, for_having_the_patience_year_after_year_for_another_unfinished_version);
}

```

```
void bugfix(void)
{
    charge (a_lot_of_money)

    if (customer_says_he_does_not_want_to_pay_for_bugfix)
        say("It is not a bugfix but a new version");

    if (still_complaints) {
        ignore(customer);
        register(customer, big_Bill_book);
        /* We'll get him when everyone uses Billware!!*/
    }
}
```