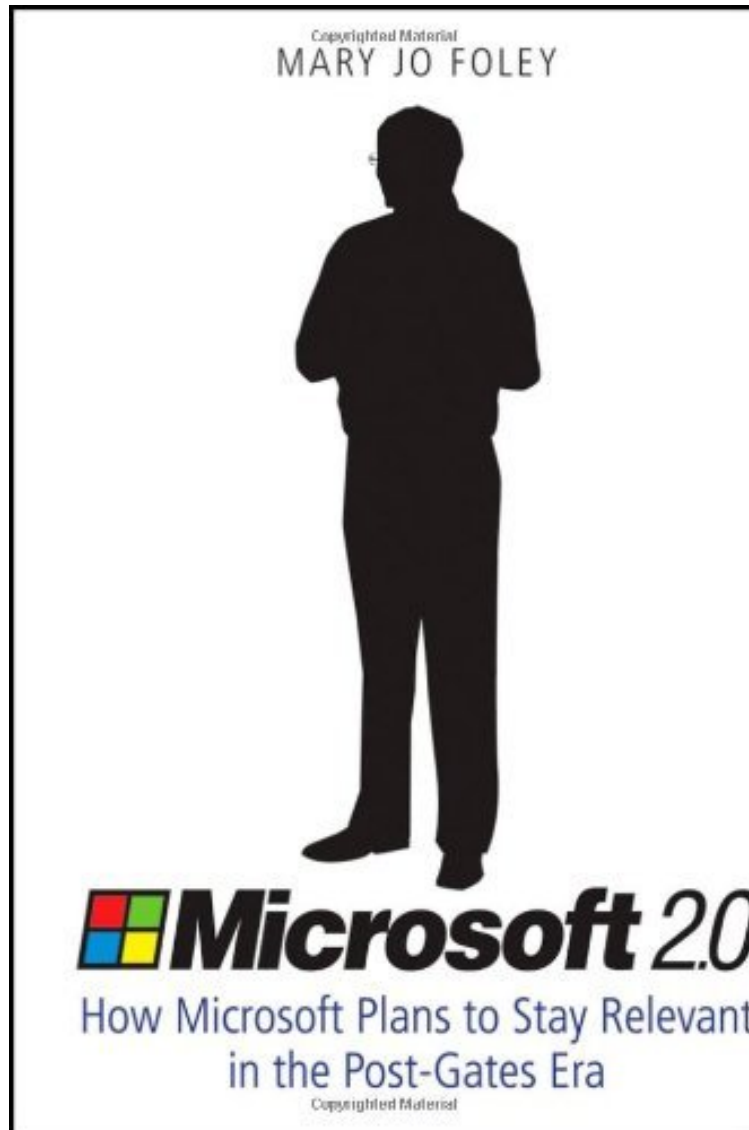


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Microsoft 2.0: How Microsoft Plans to Stay Relevant in the Post-Gates Era

Mary Jo Foley

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Mary Jo Foley : Microsoft 2.0: How Microsoft Plans to Stay Relevant in the Post-Gates Era before purchasing it in order to gage whether or not it would be worth my time, and all praised Microsoft 2.0: How Microsoft Plans to Stay Relevant in the Post-Gates Era:

1 of 1 people found the following review helpful. A so-so book from a fantastic bloggerBy Dan tdaxpI have mixed impressions of Microsoft 2.0 by Mary Jo Foley. I love Foley's blog. But not this book.This book is written by Mary Jo Foley, who maintains a wonderful blog about the software company from Redmond. Mary often receives leaks

(seemingly officially) from Microsoft insiders that outline future product directions and organizational changes. For anyone who is interested in what Microsoft is actually up to, Mary's blog is a must read. Microsoft 2.0 is basically the same material one would have found on her blog, distilled, and current as of early 2008. As such the book is not a necessary read for anyone, as those "predictions" or "leaks" that are in the book have since been taken over by events. Unlike at the time of writing, Vista is now recognized for the disaster it was, Windows Mobile 7 was killed and replaced by Windows Phone 7, and "software + services" seems to be as important as ever. If you are interested in this sort of material, then definitely read the blog. But skip the book. 0 of 0 people found the following review helpful. Worth the read By Howard Kapustein Foley's writing is crisp and clear (as always). Surprisingly, the book is HEAVILY footnoted with extensive net references for details, making the book smaller (and better) than if it contained the full cited texts. All in all, it reads like a very tight, coherent and focused extended blog, but unlike any blog you'd find on the net. The pace of material was tight without being too dense, making it an easy read and easy to pick up and put down to read in snatches. Recommended. 10 of 12 people found the following review helpful. Not for Tech News Geeks By Bryan Kuro After reading Microsoft 2.0, here are my thoughts: If you are a geek that reads Slashdot, Digg, and other technology news sites, it is most likely that this book is going to bore you to death. It's filled with information you most likely already know. I usually enjoy reading tech-related books, but this was the first time I was completely bored reading. I don't blame the author, she could only work with so much. This book seems targeted at people that don't keep up with the tech industry. Also, the author lacks the knowledge of Microsoft's gaming division and their Xbox Live efforts. One could tell from reading her thoughts on Xbox Live that she truly didn't understand the service. However, Microsoft is a big company, and it will be difficult for a person to be knowledgeable in all areas.

Does Bill Gates's retirement consign Microsoft to the corporate retirement home as well? Mary Jo Foley doesn't think so. Her 25 years of Microsoft-watching provides a unique vantage point from which to speculate on how Microsoft might write its next chapter. Identifying signposts and interpreting clues she knows well, Foley offers a thought-provoking view of the software giant's post-Gates future. Don't be surprised to be surprised.

"...a fascinating insight into the organisation...The book has undoubtedly been thoroughly researched and provides a valuable reference." British Computing Society August 2008 "...this reality check from veteran Microsoft watcher Mary Jo Foley [is] both welcome and timely." Information Age July 2008 "The award-winning journalist author has access to inside information and what she has to reveal will bring tremendous media attention". (The Bookseller, Friday 14th March 2008) "If you need a Christmas gift for an insomniac geek, look no further." (ComputerWeekly.com, September 30, 2008) From the Inside Flap In the beginning, there was Bill Gates. Then were born Windows, Office, Internet Explorer, Xbox, and assorted other progeny. There were billions in revenue and tens of thousands of employees worldwide. And above all, there was power. But challenges arose. There were antitrust suits and rumors of more. The Internet star grew brighter. Google and AJAX and open-source technology threatened to unseat the master. Suddenly, there were murmurs of discord in Redmond paradise. Yet despite it all, the idea of Microsoft without its creator at the helm seemed unthinkable. On July 1, 2008, the unthinkable becomes reality as Bill Gates retires from his daily responsibilities at Microsoft. From her 25 years of studying the company, Mary Jo Foley has developed sharp insight and a unique perspective on what the future might hold for Microsoft minus Gates. This is a remarkably incisive look at leadership, potential products, management and product development styles, licensing issues, and other signposts. Who are the rising stars? What does the business model look like? Does the brass ring lie with consumer products or business solutions? What's ahead for Ray Ozzie, Steve Ballmer, and Steven Sinofsky? How will Microsoft digest future acquisitions during its "2.0" phase? Whether you're a customer, competitor, business buff, or garden-variety consumer, this look at the next generation of one of America's corporate monoliths is riveting reading. From the Back Cover "Mary Jo Foley is 'Ms. Microsoft.' She seems to know everyone and everything that's going on at 1 Microsoft Way in Redmond, WA." —Robert Scoble, A-list blogger and author of Naked Conversationsscobelizer.com "When I want to know what's going on inside Microsoft, I turn to Mary Jo Foley. She knows more about what's going on in Redmond than most insiders." —Ed Bott, award-winning technology writer blogs.zdnet.com/bott "Ms. Foley . . . does a fabulous job of tracking the pulse of Microsoft and what new developments are on the horizon." —Mini-Microsoft minimsft.blogspot.com A glimpse beyond the Gates Does Bill Gates's retirement consign Microsoft to the corporate retirement home as well? Mary Jo Foley doesn't think so. Her 25 years of Microsoft-watching provide a unique vantage point from which to speculate on how Microsoft might write its next chapter. Identifying signposts and interpreting clues she knows well, Foley offers a thought-provoking view of the software giant's post-Gates future. Don't be surprised to be surprised.