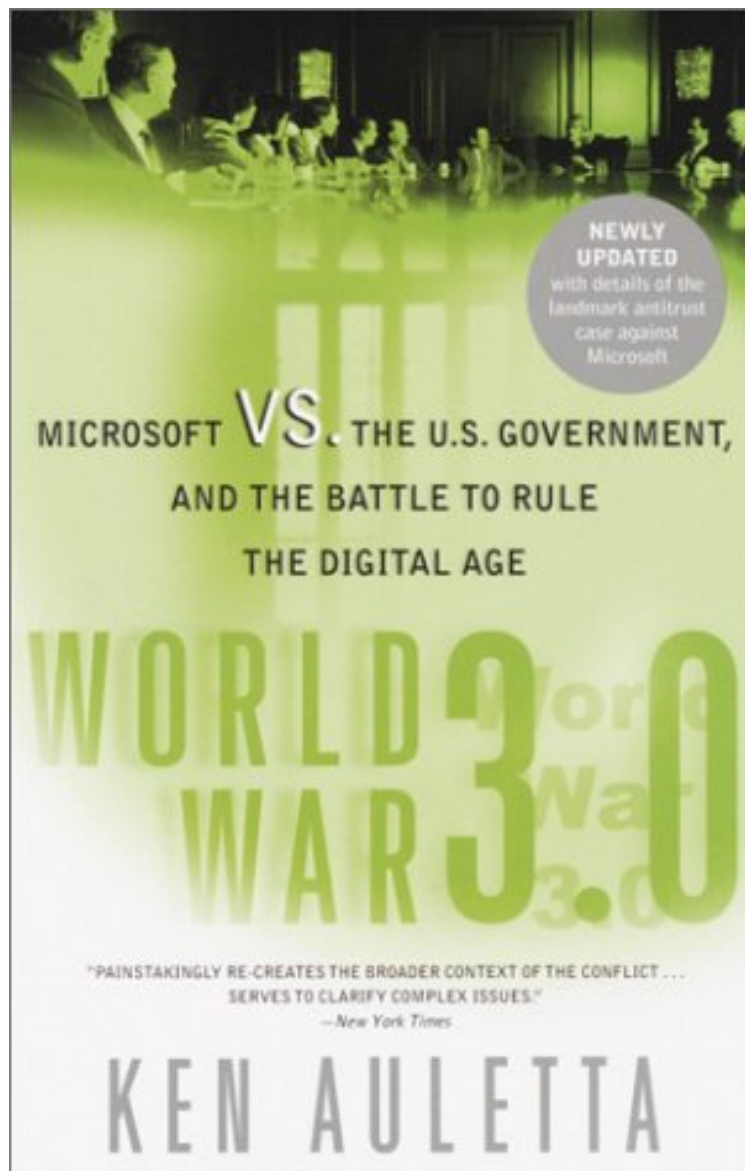


(Download pdf ebook) World War 3.0: Microsoft VS. the U.S. Government, and the Battle to Rule the Digital Age


World War 3.0: Microsoft VS. the U.S. Government, and the Battle to Rule the Digital Age

Ken Auletta

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Ken Auletta : World War 3.0: Microsoft VS. the U.S. Government, and the Battle to Rule the Digital Age before purchasing it in order to gage whether or not it would be worth my time, and all praised World War 3.0: Microsoft VS. the U.S. Government, and the Battle to Rule the Digital Age:

0 of 1 people found the following review helpful. A good journalist's overview of the Microsoft antitrust case
By Virgil
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 Boies 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 is 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.

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 ATT 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.

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About the Author
Ken Auletta has been the "Annals of Communication" columnist for the New Yorker since 1992. He is the author of three national bestsellers, Greed and Glory on Wall Street, Three Blind Mice, and The Highwaymen. In 1974, he was the chief political correspondent for the New York Post. Following that, he was a staff writer and weekly columnist for The Village Voice, and then contributing editor at New York magazine. He started writing pieces for the New Yorker in 1977. He grew up on Coney Island and now lives in New York City with his wife and daughter.