Date: Wed, 19 Jun 1996 02:13:56 -0700
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Subject: Pressuring

HIGHLY CONFIDENTIAL

Acer Computer in Taiwan is our first real Intranet deal...or at least it would be if Microsoft weren't trying to keep us out at any cost.

They have given Acer a killer price on an upgrade to Win95 from Win 3.1 if they will use Internet Explorer exclusively and not Netscape Nav.

We have a strategy in place, but a win is doubtful. How low can we go in price to counteract a free browser, and an upgraded operating system at a dirt low price? We have a strategy in place, but this very important deal is on the line not because of features or quality, but because of pressuring.

I will follow up with more cases as they come up.

Mark
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