

Inside Out: Microsoft-In Our Own Words

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It began as a two-man startup in 1975. Now it's a 430 billion market-cap company operating in 70 countries with \$19 billion in net revenue. In this comprehensive self-portrait, based on hundreds of interviews with the people who are Microsoft-including Bill Gates, Steve Ballmer, and Paul Allen-readers will learn the truth about such topics as: the Microsoft-Apple relationship, the Department of Justice accusations, management philosophy, revolutionary company culture, and what the future holds for this extraordinary company. Presented in an edgy, interactive format, INSIDE OUT is a fascinating, educational, often humorous, and always eye-opening look at the venture whose success is unrivaled in business history.

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