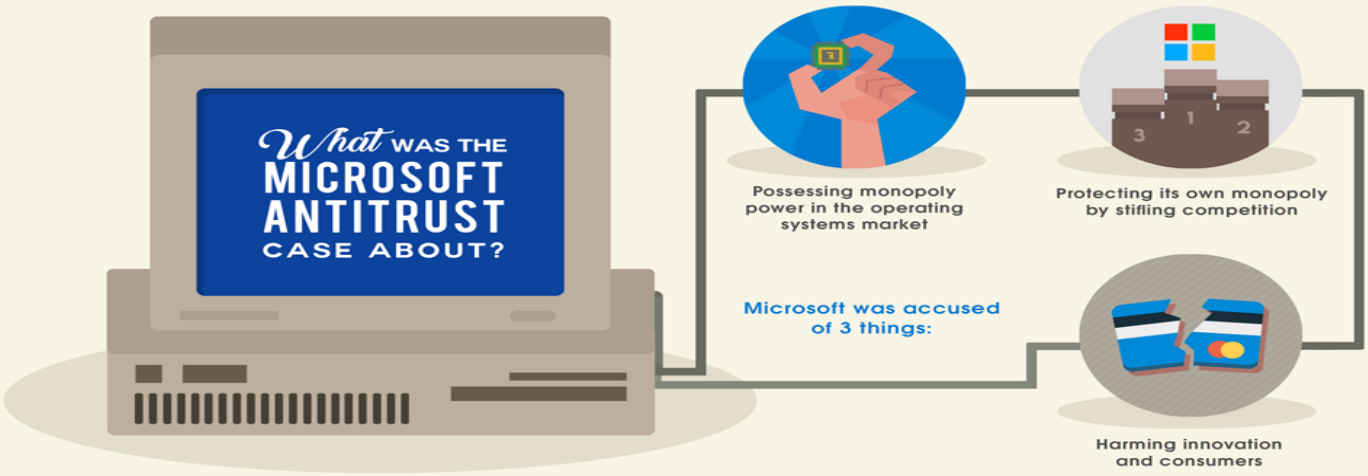
Infographic

United States VS Microsoft

WILL RINEHART | FEBRUARY 28, 2018

UNITED STATES *vs* MICROSOFT

There is a shift toward stronger antitrust enforcement in high tech. Some have looked to the Microsoft antitrust case, ***United States v. Microsoft Corporation (2001)***, as an exemplar for today's companies. Yet for today's successful tech companies, this case wasn't as important as many proclaim, and doesn't chart a path forward.



BUT TECH *changed* DRAMATICALLY



The downfall of Microsoft never happened because the Internet added to—rather than took from—the value of the OS.

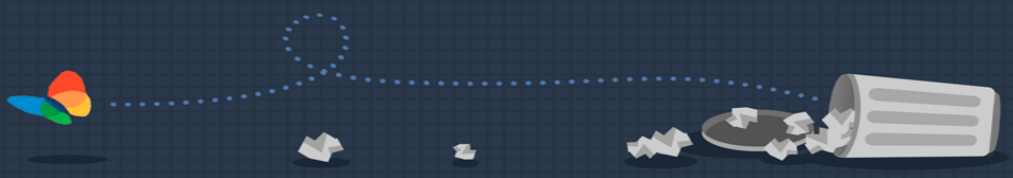


Linux became a fully operational competitor to Windows. Then, Apple sparked the smartphone revolution, creating a new space of competition.



Instead of taking Microsoft head on, Google and Amazon helped to birth the world of on demand servers and cloud service.

Microsoft's inability to monopolize a number of different markets highlights the diffiiculty and the competition that exists in the space.



MSN Search was launched a year before Google, but **it failed to find as much success.**

Wikipedia even has a page dedicated to **Google products that were sent to the dustbin.**

Tech success isn't based on contingency, **it's based on competition.** Tech dominates the charts for the most money spent on research and development for good reason. Competition is cutthroat and relentless. **No one company could have stopped it all.**

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