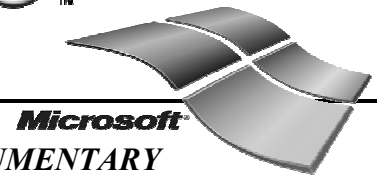




VIDEO STUDY GUIDE : DOWNLOAD - THE TRUE STORY OF THE INTERNET PART 1 > BROWSER WAR



KEY ECONOMIC CONCEPTS ILLUSTRATED IN THIS DOCUMENTARY

- 1. MONOPOLY - SINGLE SUPPLIER TO A MARKET WITH BARRIERS TO ENTRY TO HIGH FOR COMPETITION TO ENTER**
- 2. ANTI-TRUST LEGISLATION - LAWS THAT PROHIBIT COMPANIES FROM ENGAGING IN ANTI-COMPETITIVE BUSINESS PRACTICES INTENDED TO THWART COMPETITION > SUCH AS THREATS , PRICING PRODUCT BELOW COST , PRICE FIXING , AND OVERHANGING A MARKET (MAKING FALSE PROMISES TO HEAD OFF COMPETITION)**
- 3. THE IMPORTANCE OF TECHNOLOGICAL INNOVATION IN CREATING MARKETS , EXPANDING MARKETS , INCREASING PRODUCTIVITY , AND LOWERING COSTS AS WELL AS PRICES , INCREASING WEALTH AND THE STANDARD OF LIVING**
- 4. CHARACTERISTICS OF BUSINESS ORGANIZATIONS > START UPS ; ANGEL INVESTORS , VENTURE CAPITAL , ENTREPRENEURS > CORPORATIONS ; STOCK , INITIAL PUBLIC OFFERINGS , PROFITS , IMPORTANCE OF RESEARCH AND DEVELOPMENT**
- 5. FREE MARKET CONCEPTS AND PRINCIPLES > ADAM SMITH'S INVISIBLE HAND ; PRIVATE OWNERSHIP , INCENTIVE , AND COMPETITION**

**** NOTE TAKING SHOULD BEGIN 1:45 INTO VIDEO**

**THE INTERNET AGE BEGAN WITH A _____ OVER
WHO WAS GOING TO CONTROL THE FUTURE OF THE WORLD WIDE WEB**

**THE _____ WOULD END WITH AN EPIC
_____ BATTLE AND WOULD FOREVER BE REMEMBERED AS
THE _____ WAR**

**THE AMAZING TALE OF HOW THE INTERNET TOOK OVER THE WORLD
BEGINS WITH A FEW UNDERGRADUATE COLLEGE STUDENTS FROM WHERE ?**

THE WORLD WIDE WEB WAS CREATED IN 1989 BY A SCIENTIST BY THE NAME OF TIM BERNERS-LEE WHO WAS FROM ?

IT WAS MARC ANDREESSEN WHO FORESAW THE USE OF THE WEB AS PART OF OUR WHAT ?

THE FRUIT OF ANDREESSEN'S LABOR WAS A SIMPLE POINT AND CLICK _____ THAT WAS THE WORLD'S FIRST GRAPHICAL WEB

IN THE FALL OF 1993 ANDREESSEN AND HIS COLLEAGUES POSTED THIS _____ ONLINE AND IT WAS CALLED _____

AS A FREELY DOWNLOADABLE GIFT TO HUMANITY

AT THIS POINT , WHAT WAS THE ONLY THING THAT ANDREESSEN AND HIS COLLEAGUES NEED TO TAKE ON MICROSOFT ?

ANDREESSEN FOUND WHAT HE NEEDED IN THE MAVERICK HIGH TECH LEGEND JIM CLARK . WHICH OF THE FOLLOWING ARE CHARACTERISTICS OF JIM CLARK ?

_____ HE WAS A HIGH SCHOOL DROPOUT

_____ HE HAD BEEN A STANFORD UNIVERSITY PROFESSOR

_____ HE HAD BEEN THE CEO OF THE LEGENDARY HIGH TECH INDUSTRY COMPANY SILICON GRAPHICS

_____ HE WAS A THRILL SEEKING ADVENTURER

REMARKABLY , WHO WAS THE GUY WHO “ DID NOT GET “ WHAT ANDREESSEN AND CLARK WERE SEEING ?

WHAT WAS THE EARLY VISION OF THE GUY WHO “ DID NOT GET “ IT ?

BY 1993 WHAT PERCENT OF THE WORLD'S PC S WERE RUNNING MICROSOFT'S WINDOWS OPERATING SYSTEM ?

WHAT WAS THE CULTURE LIKE AT MICROSOFT IN THE 1990s ? CHECK ALL THAT APPLY :

- HOSTILE** **YOUNG** **HARD WORKING**
 COCKY **EASY GOING** **DYNAMIC**
 HIGH INTELLIGENCE **WINNING ATTITUDE / AGGRESSIVE**
 EXTREME **FEARFUL** **MODEST**

WHAT WAS THE NAME OF WHAT BECAME THE FASTEST GROWING IN THE HIGH TECH INDUSTRY THAT WAS CREATED BY ANDREESSEN AND CLARK ?

WHAT WAS THE MISSION TOLD TO THE EMPLOYEES AT THE COMPANY CREATED BY ANDREESSEN AND CLARK ?

WHAT WAS THE CULTURE LIKE AT THE COMPANY CREATED BY ANDREESSEN AND CLARK ? CHECK ALL THAT APPLY :

- HAVE A HEALTHY SENSE OF YOUR OWN DOOM**
 HAVE NO RESPECT FOR MICROSOFT
 HAVE NO RESPECT FOR THE GOVERNMENT
 WORK FAST AS TIME WAS OF THE ESSENCE
 WORK WAS ALL CONSUMING

WHAT WAS THE NAME OF THE FIRST PRODUCT INTRODUCED BY THE COMPANY FOUNDED BY ANDREESSEN AND CLARK ?

THE INTERNET HAD GROWN UP FROM A SMALL RESEARCH NETWORK TO BEING WHAT ?

IN THE TECHNOLOGY INDUSTRY , THE COMPANIES THAT HAVE THE MOST POWER CONTROL WHAT ?

THE _____ BECAME VIEWED AS A POSSIBLE ALTERNATIVE PLATFORM TO THE OPERATING SYSTEM AND HAD THE POWER TO DO WHAT TO MICROSOFT'S WINDOWS ?

WHAT WAS THE TITLE OF THE FAMOUS BILL GATES' INTERNAL MEMO / EMAIL TO THE MICROSOFT EXECUTIVE TEAM UPON THE REALITY OF THE THREAT THAT NETSCAPE POSED ?

ACCORDING TO FAMOUS ANTI-TRUST ATTORNEY GARY REBACK , NETSCAPE'S BUSINESS PLAN ASSUMED WHAT ABOUT TWO THINGS MICROSOFT ?

- 1.
- 2.

WHICH OF THE FOLLOWING ARE THE PERCEIVED CHARACTERISTICS OF THE MICROSOFT AND NETSCAPE MEETING IN 1995 ?

MICROSOFT VIEW :

EASY GOING **HOSTILE**

WILLINGNESS TO SHARE OF IDEAS ON COMPLEMENTARY PRODUCTS

NETSCAPE VIEW :

EASY GOING **HOSTILE**

WILLINGNESS TO SHARE OF IDEAS ON COMPLEMENTARY PRODUCTS

BASED ON NETSCAPE HAVING GARY REBACK AT THE MEETINGS , THE MICROSOFT REPRESENTATIVES FELT AS THOUGH THEY HAD BEEN :

THE GENERALLY ACCEPTED PRINCIPLES OF WALL STREET CALLED FOR A

COMPANY TO HAVE HAD AT LEAST _____ YEAR(S) OF STRONG AND

GROWING _____ BEFORE IT WOULD BE CONSIDERED TO BE

TAKEN PUBLIC AS A CORPORATION THROUGH AN INITIAL PUBLIC OFFERING

OF STOCK (IPO)

LISTEN CAREFULLY TO JIM CLARK AND DO A LITTLE MATH . HE INITIALLY INVESTED 5 MILLION IN NETSCAPE AND BY THE END OF THE FIRST DAY OF NETSCAPE'S STOCK TRADING PUBLICLY HE HAD MADE (NET = AFTER RECOVERING HIS 5 MILLION) 663 MILLION . WHAT PERCENTAGE RETURN ON HIS INITIAL INVESTMENT WAS THAT ? BY THE WAY , CLARK WILL EVENTUALLY GO ON TO MAKE OVER 2 BILLION .

WITH AN OBVIOUS METAPHOR TO A WAR , WHAT POORLY DESIGNED PRODUCT (THAT YOU PROBABLY USE ALMOST DAILY) DID MICROSOFT INTRODUCE ON “ PEARL HARBOR DAY “ IN DECEMBER OF 1995 ?

DESPITE NETSCAPE’S HEAD START , MICROSOFT HAD SOME REAL ADVANTAGES :

- 1. VAST _____ RESOURCES**
- 2. _____ TALENT**
- 3. A LEADER WILLING TO DO ANYTHING INCLUDING _____
THE _____**

BY 1995 PEOPLE DID NOT USE THE WORDS INTERNET , OR WORLD WIDE WEB (www) . WHAT DID THEY CALL THE INTERNET ?

WHAT ADDITIONAL WEAPON DID MICROSOFT HAVE THAT WAS WILLING TO GO TO ANY END TO KILL NETSCAPE ?

THE THREAT MADE BY MICROSOFT TO REVOKE THE PC MANUFACTURERS (DELL , COMPAQ , IBM , HP , ETC.) LICENSE TO SELL WINDOWS , IF THEY SOLD NETSCAPE’S PRODUCT , AMOUNTED TO ANTI-COMPETITIVE BLACKMAIL THROUGH AN ABUSE OF MICROSOFT’S POWER OF HAVING A _____ IN THE OPERATING SOFTWARE MARKET

IN 1997 , WITH THE INTRODUCTION OF INTERNET EXPLORER 4 , MICROSOFT TOOK ITS NEXT STEP IN VIOLATING UNITED STATES BUSINESS LAW (SELLING BELOW COST) WHEN IT BUNDLED INTERNET EXPLORER 4 INTO THE WINDOWS OPERATING SYSTEM AND ESSENTIALLY OFFERED IT FOR _____

WHAT JUVENILE PRANK , IN BAD TASTE , DID THE MICROSOFT EXECUTIVES ENGAGE IN UPON THE ANNOUNCEMENT OF INTERNET EXPLORER 4 IN SAN FRANCISCO ?

WITH NETSCAPE DYING , AND BEING BOUGHT BY AOL , WHAT MORE THREATENING FOE DID MICROSOFT NOW FACE THAT CONSIDERED BILL GATES AS A HIGH TECH TERRORIST ?

THE ANTI-TRUST LAWSUIT AGAINST MICROSOFT ACCUSED IT OF USING ITS WINDOWS _____ POWER TO ENGAGE IN PREDATORY (SELLING BELOW COST) AND EXCLUSIONARY BUSINESS PRACTICES

THE RESULTS OF THE ANTI-TRUST LAWSUIT WAS :

1. **MICROSOFT WAS FOUND _____**
2. **THE JUDGE RECOMMENDED THAT THE COMPANY BE _____**
3. **MICROSOFT'S STOCK PLUNGED BY OVER _____ BILLION DOLLARS**

WHAT DID THE UNITED STATES APPEALS COURT DECIDE ?

**WHAT HAPPENED TO BILL GATES AFTER THE APPEALS COURT DECISION
AND WHO IS HE BEING COMPARED TO TODAY ?**

**WHAT ETERNAL LESSON OF THE HIGH TECH WORLD WAS ONCE AGAIN
PROVEN BY THIS STORY ?**