

**COMPETING ON INTERNET TIME: LESSONS FROM
NETSCAPE AND ITS BATTLE WITH MICROSOFT**

Raye Turton

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Prof. Michael A. Cusumano - H5

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The cost is usually the price of a personal computer PC or a cheaper device like a handheld computer, a TV set-top box, or the new network computer, as well as a local phone call and a charge of a few dollars per month. Managers everywhere will want to absorb these valuable lessons from the fastest growing software company in history and put them to work in their organisations now - before the competition does!

The anticipated benefits of the merger with AOL may never materialize. While Netscape used a lot of smart judo techniques, says Yoffie, it still woke up the sleeping giant - and paid the consequences. By the end of users had downloaded two million copies of Mosaic.

On June 11, Netscape announced Netscape Mercury, a stand-alone email and news fact, Microsoft usually tried to reduce Wall Street expectations and spend its cash. In the early s, two economists, Judith Gelman and Steven Salop, coined the term judo economics to describe a strategy that would induce a large incumbent to accommodate the entry of a new player.