

# Sources of Negotiating Power: AOL vs. Microsoft

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- Starting point
  - \* Microsoft's threat: „Buy or bury AOL“
- Defense
  - \* Mailing of AOL software disks to almost every household in the United States
  - \* Lobbying of antitrust regulators against Windows 95 - MSM bundling plans
  - \* Strategic talks with Netscape
- Result
  - \* Agreement AOL - Microsoft
  - \* AOL icon on Windows desktop

Source: Kara Swisher, *AOLCOM*, Times Books - critique parue dans *The Economist*, 11/07/98