

## Re: 64-bit G5?

**Source:** <http://coding.derkeiler.com/Archive/Lisp/comp.lang.lisp/2003-10/1256.html>

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Bruce Hoult <[bruce@hoult.org](mailto:bruce@hoult.org)> wrote:

> *They're switching to \*using\* the Safari rendering engine, with their own  
> interface.*

I read Omnigroup's press release too. You might be interested in Holden & Nagle's book on pricing; they illustrate how companies irrationally regard losing sunk costs. While you and I might think this is an opportunity to reduce costs and ride a brand...

> *You're going to have a \*really\* hard job to convince people that being a  
> Windows developer is any safer!*

Either Kernighan or Ritchie (never get those two straight...) recently praised Microsoft for providing a platform that gave good livings to programmers inside and out of Redmond. Whatever the pain of competing in the IT world is, MSFT has been relatively benign. People do not realize what an insanely cutthroat industry this is, and attribute it to the current top company. Charles Ferguson's `_High Stakes, No Prisoners_` has a nuanced view on this.

Ray Ozzie (of Groove and Lotus Notes) blogged about how investors walk away from platforms where there is no conflict with 3rd party developers. The question is of balance.

Apple is still defining their platform.

> *I think we'll see an excellent example of this when the Windows version  
> of the iTunes Music Store opens. Windows users will probably buy more  
> than Mac users, but \*not\* twenty times more.*

Probably. Ultimately it's up to Apple to make iTunes attractive to Windows users. I've always gotten the impression from Jobs' keynotes that Apple is halfhearted when it comes to Windows ports.

Especially since Windows people have access to 69 cent songs, IIRC.

But whatever. I like receiving Apple Developer Connection CDs in the mail as much as the next person. I recommend Macs early & often, but

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I think there's a way to like Macs without people expecting me to give Steve a full blowjob. A boy can dream, can't he?