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Microsoft tips for pitching to Linux geeks

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Sometimes something appears that makes you scratch your head so much that you fear that you may inflict a self-imposed scalping, such as the dandruff clearing delusion caused by this site: www.linuxpersonas.com.

In my opinion I think the way to beat a competing operating system is to make a technically superior one that is easier to use and more secure. As the market share leader I would assume that this would be par for the course.

Alas, this isn't so. Therefore what we have left are five personas for stereotyping Linux users such that you can pitch to them and convert them to your OS of choice, in this case Windows.

First cab off the rank in personas is the Linux Experimenter.

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