
Subject: Re: It costs how much?!?!?

Posted by [davidf](#) on Tue, 05 Dec 2000 08:00:00 GMT

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Bruce Bowler (bbowler@bigelow.org) writes:

> I've said it before and I'll say it again... RSI/Kodak ought to GIVE
> AWAY the student version. There is no better way to get penetration
> into the workplace than to have new hires experienced in using your
> product. There's no better way to get students to use a product than to
> GIVE it to them.

I think the impression most people have is that if someone is giving something away, it's not worth much. I do think it makes sense though to charge a reasonable price for students. (I'm thinking something in the range of \$200, which seems to be the going academic pricing if people can get it together enough to order a site license. That seems fair to me, given what you can do with IDL.)

But I have to admit, I haven't had much luck selling software. A much more effective strategy (for me anyway) is to give software away and then sell the documentation to it. People seem willing to pay quite a lot for *that*. :-)

Cheers,

David

P.S. Let's just say that I briefly had something less than the 35,000th most popular book on Amazon last week. That's pretty rarified air for a *documentation* specialist. :-)

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