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

Posted by [jeyadev](#) on Wed, 06 Dec 2000 08:00:00 GMT

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In article <MPG.149703645397dab2989ca3@news.frii.com>,

David Fanning <davidf@dfanning.com> wrote:

> 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

But, does not mean that the strategy will not work.

Consider the fact that AT&T gave away Unix for next
to nothing to the universities

Of course, nothing is better than getting a manager
hooked

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