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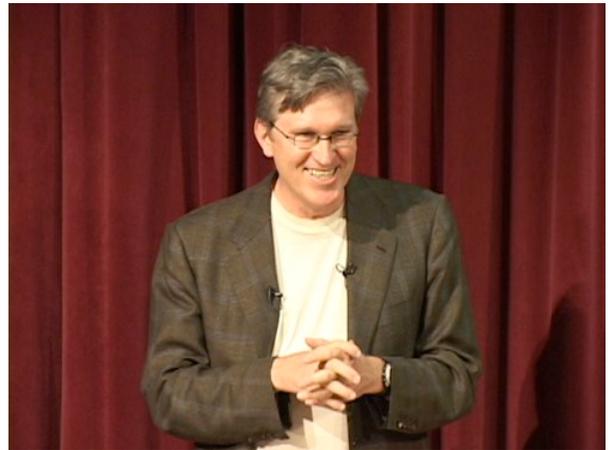
The Principle of Persistence

Jeff Raikes, *Microsoft*

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Video URL: <http://ecorner.stanford.edu/videos/919/The-Principle-of-Persistence>

Raikes talks about how many palm devises failed before Palm because hugely successful. Microsoft is still working on a tablet PC, though efforts in the past have failed. Microsoft's entrepreneurial success is characterized by persistence: keep investing and keep trying, says Raikes. Persistence is a part of agility. You learn to respond and then you keep trying, he adds.



Transcript

This is not a recent slide about tablet PC. This slide comes from about 1990. It's amazing. We're that big on doing Windows for pen computers. There's another company called GO Corporation that big are doing pen computing. There was the Apple Newton. We were all dismal failures. None of us really succeeded. Yet today, if you go and look at what's happening in the market place, while this is a tablet PC - for those of you who want to see it I'll show it to you later, it's called a convertible, there are sleek designs, my pocket PC phone uses that kind of technology. What's the point? What's the ounce-per-area of principle? Persistence.

Now, not every company is going to have the financial we're-with-all to be persistent but it is one thing that helps characterize Microsoft's entrepreneurial success - we don't give up, we keep coming back, we keep investing. So even though early tablet or win -- pen computers were not successful, we kept investing in the underlying technologies for mobile computing, for handwriting recognition, for voice recognition, for inking systems and today we have a form factor that is taking off. It's not where we wanted it to be as a matter of fact, I brought along a picture that shows you where we'd like to be. You know, when we get people using tablet computers everywhere instead of reading -- paper writing on -- paper, then we really know that we're successful. So what's the principle? That principle is persistence. Persistence, it's part of agility. You learn. You respond. You keep up for. You keep going.