

Microsoft: Buyers Should Avoid "Apple" Tax

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01 November 2008

Microsoft's VP Windows Consumer Product Marketing Brad Brooks says buyers need to know "the hidden costs" of making a switch to Apple. In a CNET interview, Brooks named four "taxes": Choice tax, Application tax, Technology tax , Upgrade tax.

If IBM invented the FUD factor (Fear Uncertainty Doubt) in computer sales, Microsoft's version always seems to end up sounding more like Elmer Fudd.

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