U.S. v. Microsoft: 20 Years Later

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Pabst
HOLGA
120N
NATURAL
AMERICAN
SPIRIT

roadmap

1. Starting Points
2. What Can We (Still) Learn?

roadmap

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Microsoft Aged Well

Market Power Is Surprisingly Durable

roadmap

1. Starting Points
2. What Can We (Still) Learn?

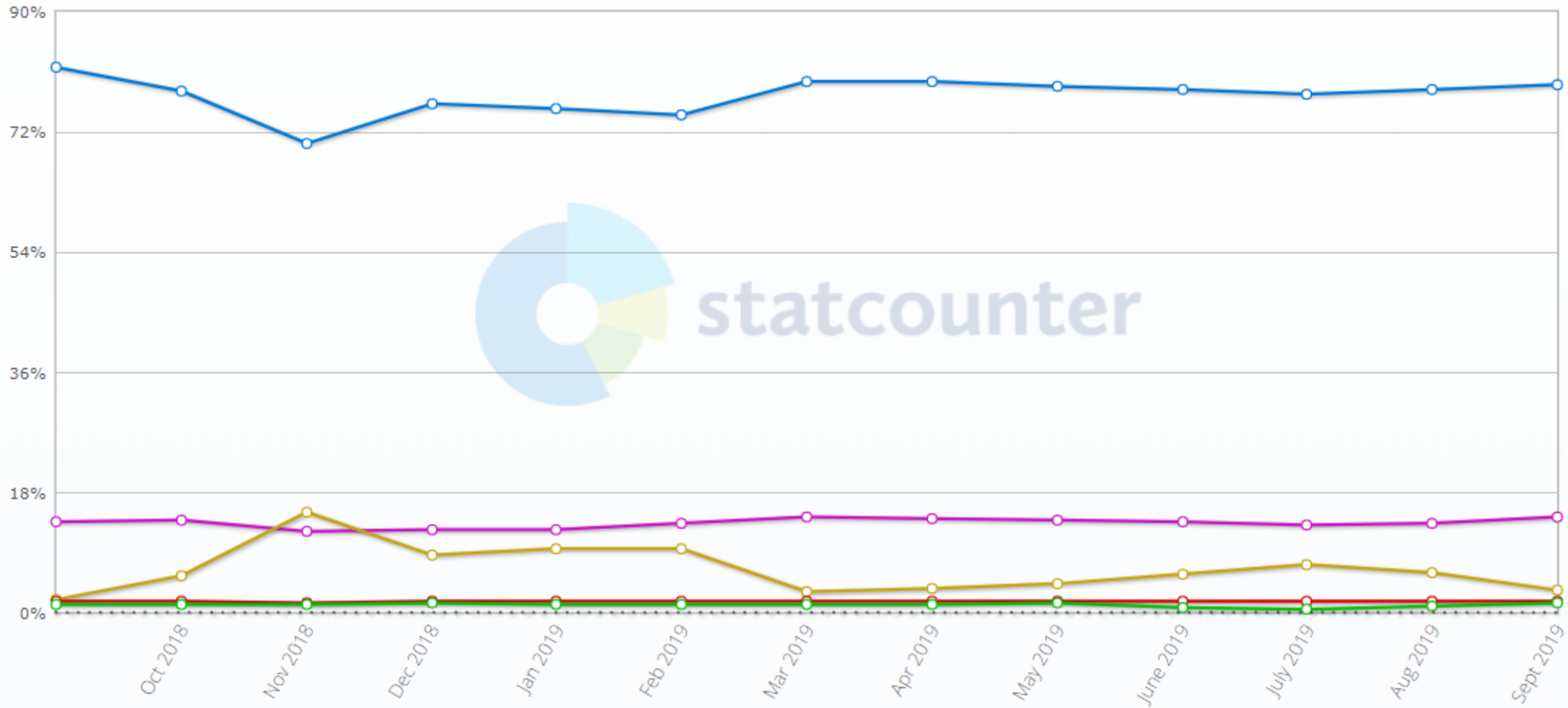
Lesson #1: Zero-Price Markets & Strategies

Lesson #2: Positive Enforcement Spillover Effects

Lesson #3: The Need for Structural Remedies

Desktop Operating System Market Share Worldwide

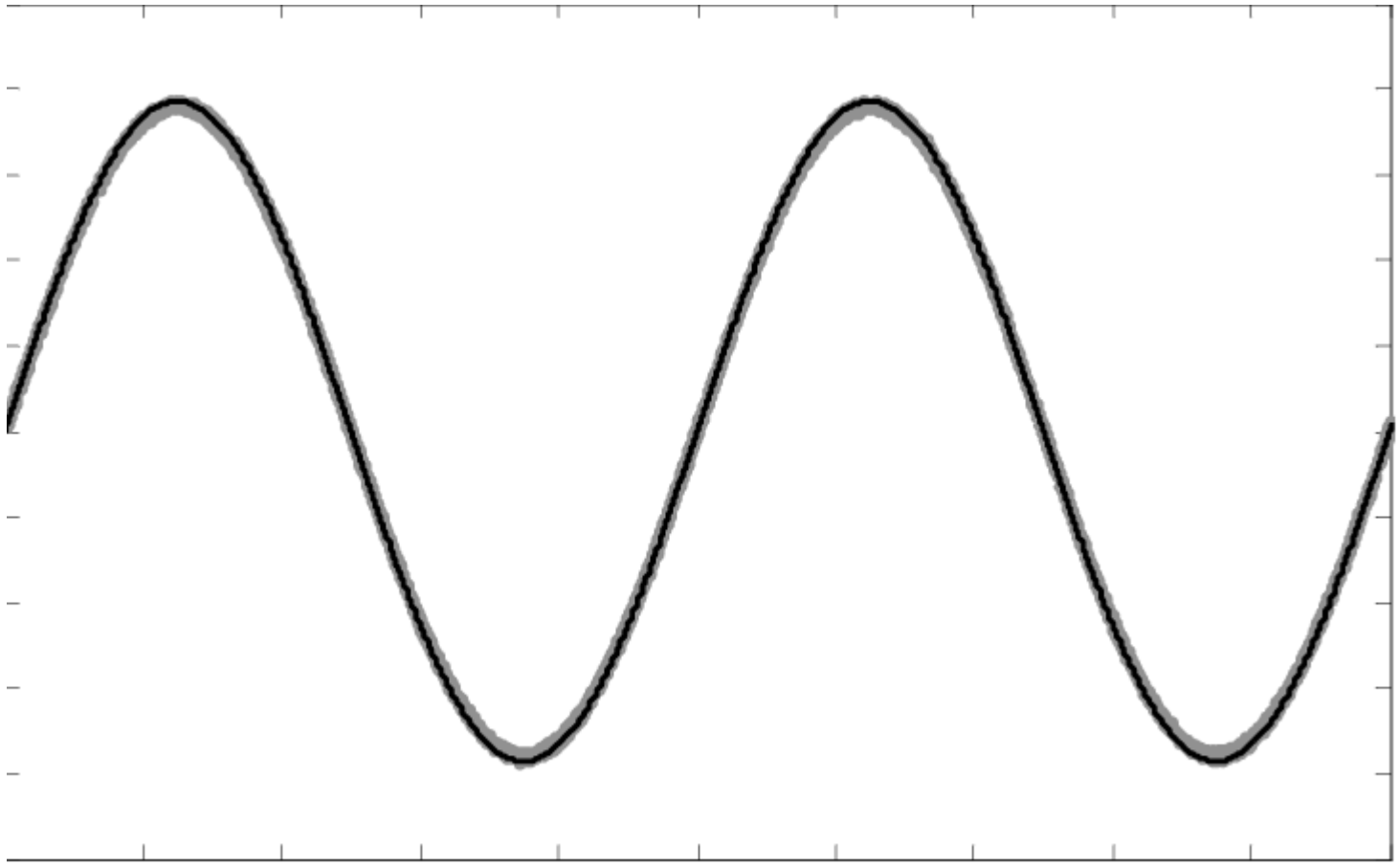
Sept 2018 - Sept 2019



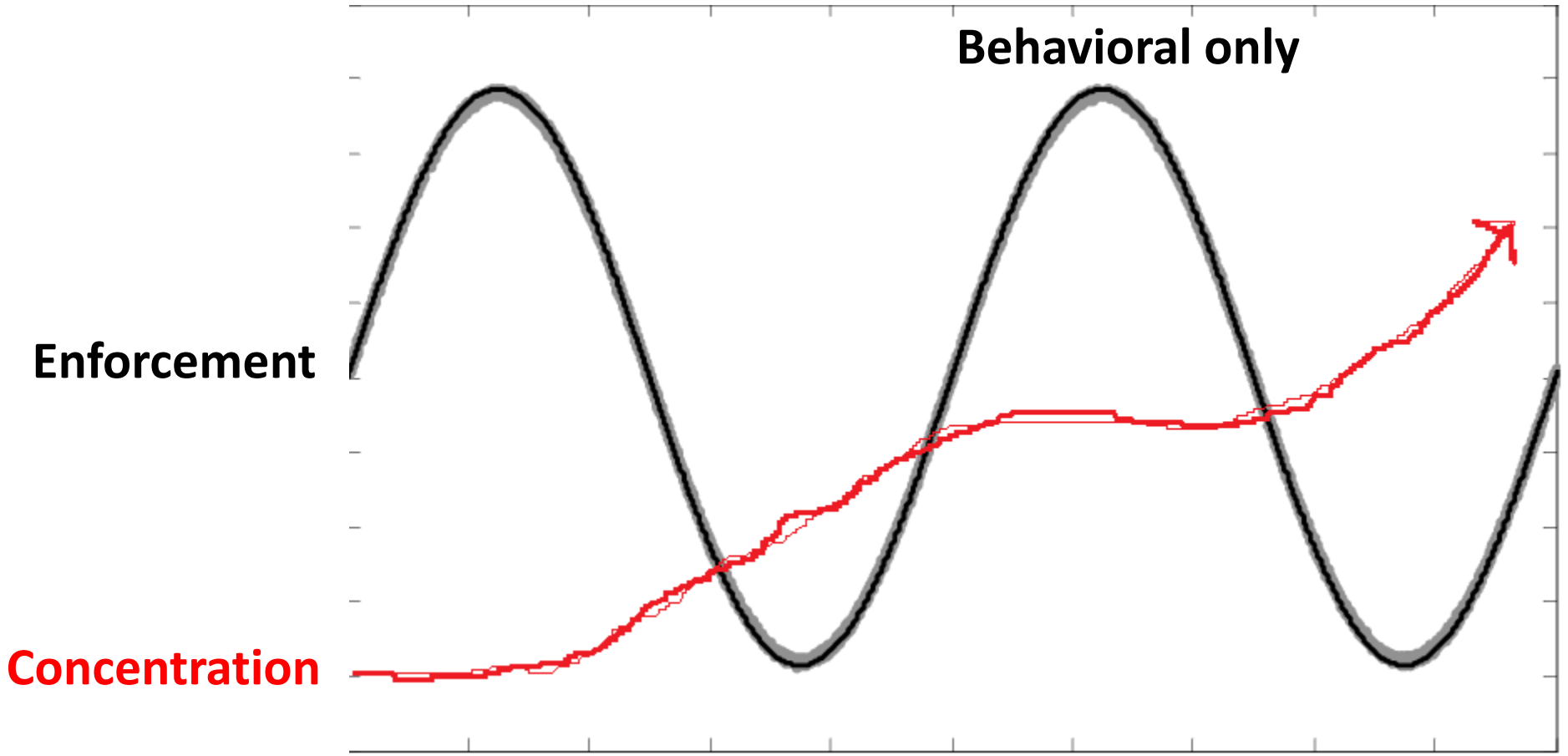
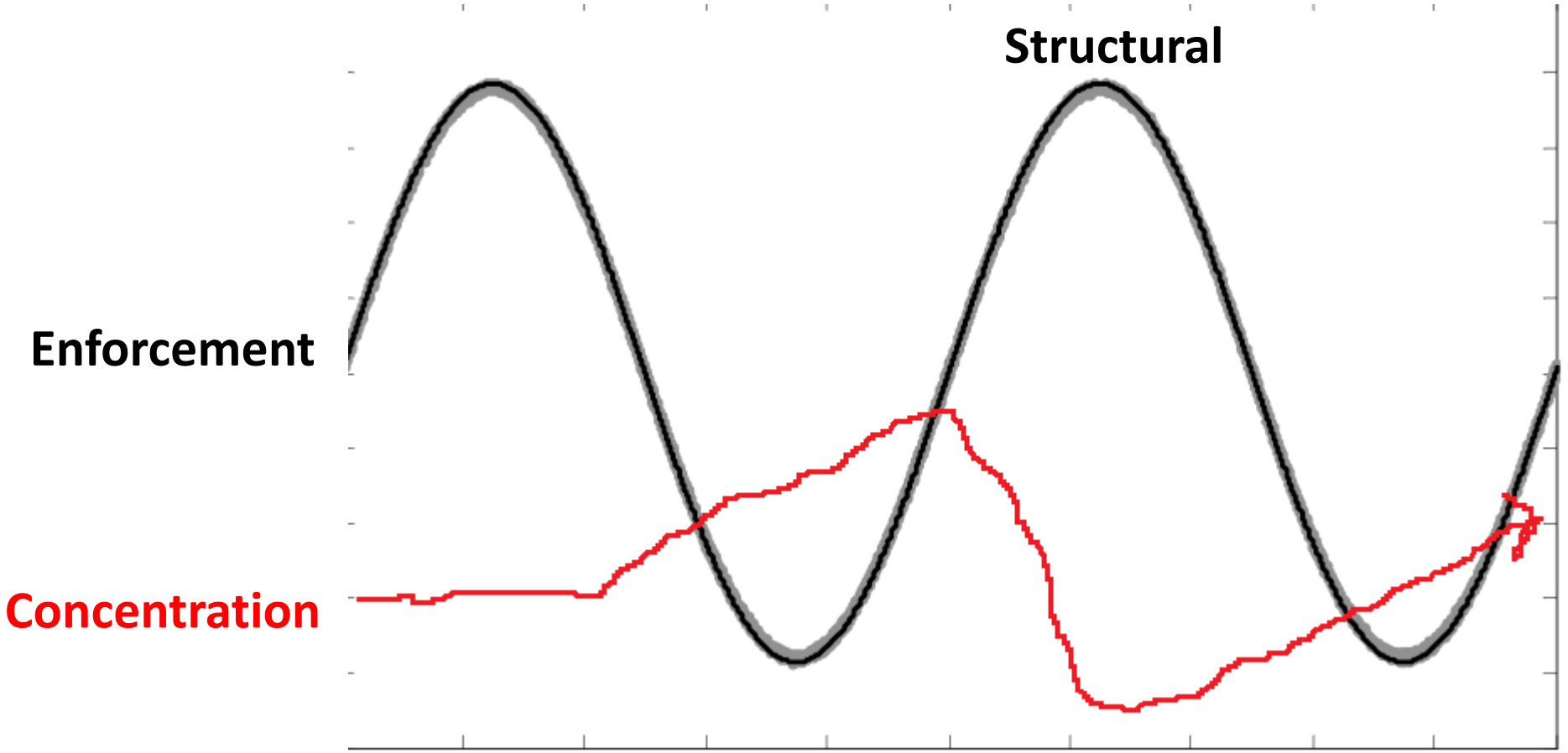
Behavioral Approach = Costly, (Potentially) Inefficient

Pendulums Always Swing

Enforcement



Pendulums Always Swing



Pendulums Always Swing