

NOTE 1

Over the year before I wrote this paper, I had developed an interest in Microsoft concerning their trade practices relating to the FTC's investigation, especially the legal aspects. Initially, I wanted to write the paper from a legal perspective. But for the purposes of my marketing class, I was to focus on the issues involved from a marketing perspective, specifically, on product development to meet marketing trends.

Since the paper involved a very current situation, I needed information as recent as possible, so I decided to research periodicals and newspaper articles for the information I needed. This increased research and organizational time since so many articles were available. This also presented a change from my previous papers. Rather than researching a limited number of long texts, condensing an abundance of information, I found myself researching a large quantity of short articles, expanding on a limited amount of information. Keeping track of all the articles became much more of a task than I was accustomed to.

In writing the paper, once I determined the format, there were no real hang-ups. I did have a little trouble sticking to the marketing focus because I was so interested in the legal aspects of the topic. On page 2 it just seemed natural to discuss the criticisms of Microsoft because, in describing its marketing tactics, I had to bring in the idea that they were controversial. But I brought my paper back to marketing on page 3 by showing how the same companies that criticize Microsoft also indirectly benefit from those same tactics.

I had no problems with the "writer's block" that I had had in the past. Because I was writing about a subject I had an interest in, the research and writing were much easier than usual.

-Mike Sill

NOTE 2

PARAGRAPHS 1-3

These three paragraphs constitute a long introduction, providing background information about Microsoft. Although he knows that much of this information is known by his readers, for the purposes of the assignment, Mike includes it to establish the context for the rest of the paper.

Mike is using the American Psychological Association (APA) documentation system. Like MLA, APA uses in-text references, but, includes the year of publication and the author's name. Include the page number only if you directly quote the source. As illustrated in paragraph 2, the order of the information in a citation is as follows: author's last name, year of publication, page number (when necessary). Use commas to separate the information, and include p. in front of the page number. Unlike MLA, page headers should include an abbreviated (one or two word) version of the title, rather than the writer's last name.

NOTE 3

PARAGRAPH 4

In this transitional paragraph, linking the introduction to the next part of the paper, Mike emphasizes Microsoft's main marketing objective.

Notice that the source cited at the end of the paragraph has a b after the year. This indicates that the source Mike has cited here is the second of two sources written by the same author in the same year. The letter is also included with the source on the "References" page.

NOTE 4

PARAGRAPH 5

The source that Mike paraphrases does not have an author, so he uses an abbreviated title instead of the author's name.

NOTE 5

PARAGRAPHS 6–7

As Mike states in his process writing, his personal interest is in the legal aspects of the topic, and here he shifts his discussion a bit to include that interest. However, this section does not seem arbitrarily thrown into the paper because Mike makes sure to set up the section with a transitional sentence at the end of paragraph 5 mentioning that Microsoft's tactics are "controversial" and "criticized."

NOTE 6

PARAGRAPH 7

Mike uses this paragraph to bridge the discussion of Microsoft's legal troubles with his discussion of Microsoft's development of new products. Transitional phrases at the beginning ("Despite . . .") and at the end, Microsoft's own marketing techniques") link the preceding and the following paragraphs.

NOTE 7

PARAGRAPH 8

Mike begins the part of his paper that directly addresses the assignment, to discuss the product development of a company in a marketing context.

NOTE 8

PARAGRAPHS 8–9

Mike lists and describes Microsoft's products.

NOTE 9
PARAGRAPH 10

Now Mike begins to explain why some of these products are risky ventures but will most likely succeed because of Microsoft's strategy of innovation and long.range planning. This paragraph picks up on the ideas in paragraph 4 and expands on them.

NOTE 10

PARAGRAPH 11

Mike continues to list and describe Microsoft's products, but he now focuses on the even more innovative products planned for future. Since these products may be unfamiliar to many readers, even marketing students, Mike could add brief descriptions of these products.

NOTE 11
PARAGRAPH 12

The paper ends with a brief closing statement which summarizes the paper, emphasizing Mike's conclusion that Microsoft will continue to do well.

NOTE 12

Mike's paper is soundly documented to show how Microsoft's product development relates to its long.range marketing strategies. The limitations of the topic most likely created some problems for Mike because, though the paper adequately addresses the assignment, it basically passes along information gathered from the sources. Mike's fluent writing style shows that he is a logical thinker and, despite the writer's block he says he sometimes has, is generally comfortable writing. He probably would have been able to write a livelier paper if he had been allowed to choose the approach to the topic that most interested him.

NOTE 13
DOCUMENTATION FORMAT

Mike uses the American Psychological Association (APA) documentation system. The sources used in the development of the paper are included on a "References" page (except for interviews or other unrecoverable research). Use the following general rules as a guide in formatting this page:

- Center the heading "References" at the top of a new page.
- Double.space all lines, and indent the second and subsequent lines of each entry five to seven spaces.
- Alphabetize by the main author's last name.

Notice that the years for the two Andrews citations are followed by a lower-case a and b respectively. This shows the reader that the citations come from different issues during the same year of the same periodical. FONT AND LAYOUT

This manuscript was produced on a typewriter, with double spacing and one-inch margins justified on the left-hand side.