

## Microsoft (MSN) CEO Steve Ballmer Vows to 'Kill' Google.

Original publisher: CNET News,

SAN FRANCISCO - Microsoft Corp. CEO Steve Ballmer vowed to "kill" Internet search leader Google Inc. in an obscenity-laced tirade, and Google chased a prized Microsoft executive "like wolves," according to documents filed Friday in an increasingly bitter legal battle between the rivals.

The allegations, filed in a Washington state court, represent the latest salvos in a showdown triggered by Google's July hiring of former Microsoft executive Kai Fu-Lee to oversee a research and development center that Google plans to open in China. Lee started at Google the day after he resigned from Microsoft.

The tug-of-war over Lee - known for his work on computer recognition of language - has exposed the behind-the-scenes animosity that has been brewing between two of high-tech's best-known companies.



Ballmer's threat last November was recounted in a sworn declaration by a former Microsoft engineer, Mark Lucovsky, who said he met with Microsoft's chief executive 10 months ago to discuss his decision to leave the company after six years.

After learning Lucovsky was leaving to take a job at Google, Ballmer picked up his chair and hurled it across his office, according to the declaration.

Ballmer then pejoratively berated Google CEO Eric Schmidt, Lucovsky recalled.

Before joining Google, Schmidt was a top executive at Sun Microsystems Inc. and Novell Inc., a pair of tech companies that Microsoft has previously battled.

In a statement Friday, Ballmer described Lucovsky's recollection as a "gross exaggeration. Mark's decision to leave was disappointing and I urged him strongly to change his mind. But his characterization of that meeting is not accurate."

Microsoft is suing to prevent Lee from leading Google's China expansion, maintaining those duties would violate the terms of a noncompete agreement that he signed as part of his employment contract.

Mountain View-based Google has depicted Microsoft's lawsuit as a form of intimidation designed to thwart a fast-growing rival that has emerged as a formidable threat to the Redmond, Wash.-based software maker.

The Lucovsky declaration is just one piece of evidence that Google has filed in an attempt to prove that Microsoft is on a vendetta.

Microsoft won the first round in the case in late July when King County Superior Court Judge Steven Gonzalez issued an order temporarily barring Lee from performing the duties that Google hired him to do.

The two rivals are scheduled to face off in court Tuesday when Microsoft will ask Gonzalez to extend the order against Lee and Google until the case goes to trial in January.

As it tries to make its case, Microsoft is trying to demonstrate that Google wanted Lee largely because he knows intimate details about Microsoft's strategy for expanding in China and for the booming search engine market.

In its brief Friday, Microsoft alleged that Lee sent confidential documents about the company's China strategy to Google a month before he was hired, although Google insists all the material that Lee relayed to Google had been made public previously.

Microsoft also released an e-mail from Jonathan Rosenberg, Google's director of business development, in an attempt to prove the company wants Lee for other projects besides the new China center.

"I all but insist that we pull out all the stops and pursue him like wolves," Rosenberg wrote of Lee. "He is an all-star and will contribute in ways that go substantially beyond China."

Before resigning from Microsoft, Lee began to help Google plot its China strategy with a series of suggestions, including recommending possible sites for the new office, according to Microsoft's brief.

Microsoft alleged Lee's insights helped him win a Google contract worth more than \$10 million - a package that Google itself described as "unprecedented" for the company.

Google paid Lee a \$2.5 million signing bonus and promised a \$1.5 million bonus after one year, plus a \$250,000 salary and options on 10,000 shares of Google stock, according to court documents. If he stays for four years, Lee also will receive another 20,000 Google shares, currently worth \$5.8 million.

Lee also demanded that Google pay all his legal fees if Microsoft sued, a request that was granted.

---

[Learn more about Search Engine Optimization, the most effective form of online advertising.](#)

Search Engine Marketing is the fastest growing advertising medium in the world, projected to become 10x more powerful and influential than traditional media outlets such as: network television, cable television, local television, network radio, local radio, satellite radio, national newspapers, local newspapers, magazines, billboards, direct mail, telemarketing and more.

Discover the most powerful and effective form of advertising, Search Engine Optimization.

An aside for consideration are the the distinct segments within the field of Search Engine Optimization. Clarification and separation are required in terms of paid search marketing, sponsored search advertising, pay per click, email marketing (spam), and the foundation of strategic internet marketing: Organic Search Engine Optimization (Organic SEO) are also referred to as Natural Search Engine Optimization (Natural SEO).

---

### ***Key Organic Search Engine Optimization Facts:***

- Keyword search is the 2nd most popular online activity, rapidly approaching the popularity of email retrieval.
- 90% of all new website visitors are delivered by a major search engine and/or directory.
- 98% of all keyword search activity results are powered by the big 4 search engines: Google, Yahoo, MSN and AOL.
- Keyword search results on Google, Yahoo, MSN and AOL are determined by search engine spiders and/or robot crawlers.
- Recent internet marketing studies confirm that keyword searchers prefer the organic results at a 6 to 1 ratio vs. pay-per-click sponsored search advertising listings.

Is your corporate website being found early and often on the keywords and keyword phrases that best describe your products, services and industry? Harness the power that our proven organic search engine optimization technologies provide...

## Contact Peak Positions

Learn more about our client roster, one of the strongest in the SEO industry, and more importantly discover why our client-focused Organic Search Engine Optimization company maintains the highest client retention rate in the SEO industry.

*"Our year over year revenues are climbing rapidly in a timid economy.  
If you are looking for an excellent SEO Company, contact Peak Positions"*

[Home](#) | [Organic Search Marketing](#) | [Organic Website Optimization Company](#) | [Natural Website Optimization](#) | [Google SEO Consulting](#)  
[Organic Optimization](#) | [Organic SEO Case Study](#) | [Google Search Engine Optimization](#) | [Search Engine Placement](#)  
[Organic SEO Testimonials](#) | [Organic SEO News](#) | [Organic SEO Blog](#) | [Contact Us](#) | [SEO Site Map](#)



© 1999-2008 Organic SEO Company Peak Positions, LLC  
118 A Cass Street | Mailing Address: P.O. Box 2438 | Traverse City, Michigan (MI) USA 49685-2438  
Tel: 231-922-9460 | Toll: 866-536-8614 | Fax: 231-929-3398  
Office Hours: M-F 8AM-9PM EST\* | Email: [Info@peakpositions.com](mailto:Info@peakpositions.com)