

## Microsoft: Buyers Should Avoid "Apple" Tax

Written by Bob Snyder  
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.

Go [A "Tax-ing" Argument](#)