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HEADLINE: PERSONAL TECHNOLOGY: MICROSOFT'S QUANDARY: IT'S HIGHLY REGARDED BUT WIDELY CRITICIZED

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ABSTRACT:

Personal Technology column looks at the results of an online poll conducted by Harris Interactive and the **Reputation Institute** on the corporate reputations of digital companies; Microsoft Corp ranked first in financial performance, vision and workplace environment, but rated fourth in product quality, fifth in social responsibility and 15th in emotional appeal (M)

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