



"Anti-DIVX article" | [Login/Create an Account](#) | [Top](#) | [210 comments](#) | [2 siblings](#)

Threshold:

The Fine Print: The following comments are owned by whoever posted them. Slashdot is not responsible for what they say.
(Beta? Not even close!)

Best Buy is aboard the clue train! (Score:1)
by Myrmidon (mfb2@cornell.edu) on Thursday April 01, @04:16PM EDT
([User Info](#))

Reading this article reminded me of something else I saw on the Web the other day:
[the cluetrain manifesto](#).

Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.

In just a few more years, the current homogenized "voice" of business—the sound of mission statements and brochures—will seem as contrived and artificial as the language of the 18th century French court.

Read this article no matter what. (Score:1)
by Rocketeer on Friday April 02, @01:02AM EDT
([User Info](#)) <http://>

This is one of the finest pieces of polemical commercial writing I have ever read. In other words, it tears DIVX a new ~~hole~~ hole. Without resorting to overblown rhetoric or exaggeration it quietly and calmly explains every single thing that's wrong with DIVX. No sentient human being could be left unpersuaded.

[[Reply to This](#) | [Parent](#)]

This has to be the best comparison yet... (Score:2)
by Svartalf (fearl@!spammers!die!airmail.net) on Thursday April 01, @02:54PM EDT
([User Info](#)) <http://members.xoom.com/svartalf>

...for DVD vs. DIVX that I've seen. It says it exactly like it is without a LOT of marketroid BS- amazing that it's coming from a corporation.
"All we are is dust in the wind..." -- Kansas, *Dust in the Wind*

[[Reply to This](#) | [Parent](#)]

- [Best Buy is aboard the clue train!](#) by Myrmidon (Score:1) Thursday April 01, @04:16PM EDT
- I wonder who in Best Buy wrote it by Hermelin (Score:1) Thursday April 01, @10:15PM EDT