**10 Reasons Customers Might Resist Windows 8 by Carmen Nobel**

Title of the article is “10 Reasons Customers Might Resist Windows 8 by Carmen Nobel”.

The author of the article is Carmen Nobel, Program Director of the Journalist's Resource at the Harvard Kennedy School.

The article comes up from the Internet.

The article is dated 25 OCT 2012.

It is situated at the link: [10 Reasons Customers Might Resist Windows 8.docx](https://vk.com/doc249881807_618591007?hash=6258a90c0988e1a379&dl=b42ff69a02fbef712c)

**The article refers to the field of** computer science

**It concerns** operating systems, in particular the disadvantages of Windows 8. The author describes 10 reasons that can force users to switch to other operating systems.

The main idea is to convey to Microsoft how to treat people and what to do so that people are not disappointed and continue to use the Windows operating system.

At the beginning of the article, the author states:

that the company will lose customers and people will lose money.

After that, the author tells about each reason in more detail:

* Loss of Control
* Excess Uncertainty
* More work
* Ripple effects
* Past resentments

To summarize, the author of the overhaul of the operating system is also a risk for Microsoft, which needs Windows 8 to succeed in order to maintain its market share.

I think the article is not relevant, because for a long time people have measured themselves with the new graphic solution of Microsoft, and even I, being a fan of Windows 7, already use Windows 10 with pleasure, although covering the shortcomings of this version of Windows with third-party software products.

The author is absolutely right when he says that people will be unhappy with such a drastic change in the operating system, but does not agree that they will stop using the operating system.

The article is intended for a wide range of readers