

Microsoft makes unspecified number of job cuts

July 12 2012



Microsoft said Thursday it was cutting an unspecified number of jobs in marketing and advertising as part of a move to "align" its operations to key priorities.

Microsoft said Thursday it was cutting an unspecified number of jobs in marketing and advertising as part of a move to "align" its operations to key priorities.

The tech giant gave no specific numbers or details, but the move came after it announced a writedown of \$6.2 billion in its online operations.

"I can confirm that there were job eliminations today at Microsoft," a spokesman said in a statement.

"Like any company, Microsoft continually evaluates its operations and



works to align the business to key priorities. I can assure you we're thinking about the exciting new opportunities that Windows 8, Xbox and Skype present for our advertising and marketing partners."

Microsoft, which is releasing its Windows 8 operating system in October, said last week it would take the massive writedown related to the 2007 acquisition of aQuantive, a <u>digital advertising</u> firm aimed at helping Microsoft compete against <u>Google</u> and others.

The charge, to be reflected in the company's upcoming <u>earnings report</u>, is required under accounting rules to reflect a lower value or so-called "goodwill impairment."

(c) 2012 AFP

Citation: Microsoft makes unspecified number of job cuts (2012, July 12) retrieved 7 August 2024 from https://phys.org/news/2012-07-microsoft-unspecified-job.html

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.