

When marketing designs a screenshot

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Have you checked out AMD's ads for their AMD Athlon 64 FX processor? The copy reads, "My **adrenalin fix** isn't what it used to be. **Double the dose.** AMD me." And it has a picture of a tough-looking guy glaring at the camera, challenging the reader to do their worst.

But take a look at what's on his screen. It's a giant command window. Now look at what this adrenalin junkie has been typing into his command window:

```
Microsoft Windows XP [Version 5.1.2600]
(C) Copyright 1985-2001 Microsoft Corp.
C:\>fg
'fg' is not recognized as an internal or external command,
operable program or batch file.
C:\>
C:\>
C:\>
C:\>
C:\>sdf
'sdf' is not recognized as an internal or external command,
operable program or batch file.
C:\>sdf
'sdf' is not recognized as an internal or external command,
operable program or batch file.
C:\>
C:\>
C:\>df
'df' is not recognized as an internal or external command,
operable program or batch file.
```

Wow, he's a real l33t h4xor he iz.

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