You are right, the instruction of setting the PATH via shell is wrong, it has to be either

PATH=c:\\gcc\\bin:$PATH

or

PATH=/c/gcc/bin:$PATH

I used the second alternative. And this makes sure that the compiler at location c:\gcc\bin is used and no other.
If you modify the PATH variable under Windows, it is possible that you use a different compiler without knowing it, because PATH of the already installed compiler stands before your PATH definition.

Matthias