Growth Strategies for Software Companies is an authoritative, insider’s perspective on the ins and outs of this dynamic industry and the future of the business, on a global scale. Featuring top business executives representing some of the leading software companies across the nation, this book provides a broad, yet comprehensive overview of the current state and future shape of the software industry. These authors discuss the roles and inner workings of winning executive teams, methods for tracking growth, and strategies for making technology available to the masses, as well as identify the biggest risks companies face and ways to hedge these risks. Each executive analyzes solutions for setting up customer training and interactive programs, eliminating downtime to avoid lost revenue, and updating vision and leadership plans to parallel a constantly changing industry. These authorities also offer key tactics for providing excellent customer service, knowing the competition, monitoring financials, and using the internet as a sales footprint to reach the global marketplace. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great innovative minds of today, as these experts explore in detail what it takes to secure long-term success in this ever-evolving industry.

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world’s most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

Contents:
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2. Rick Jackson, Chief Marketing Officer and Senior Vice President of Corporate Strategy, Borland Software Corporation – “Driving Growth in the ALM Market”
3. Alan Shimel, Chief Strategy Officer, StillSecure – “Offering Products that the Market Needs”
4. David Weiss, President and Chief Executive Officer, Numara Software Inc. – “It’s the Solution, Not the Software!”
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