

1. Record Nr.	UNINA9910455425003321
Autore	Benioff Marc R. <1964->
Titolo	Behind the cloud [[electronic resource]] : the untold story of how Salesforce.com went from idea to billion-dollar company--and revolutionized an industry // Marc R. Benioff, Carlye Adler
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2010
ISBN	1-282-30338-4 9786612303388 0-470-53590-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (307 p.)
Altri autori (Persone)	AdlerCarlye
Disciplina	658.8
Soggetti	Customer relations - Management Sales management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company-and Revolutionized an Industry; Contents; Foreword; Introduction; Part 1: The Start-Up Playbook: How to Turn a Simple Idea into a High-Growth Company; Part 2: The Marketing Playbook: How to Cut Through the Noise and Pitch the Bigger Picture; Part 3: The Events Playbook: How to Use Events to Build Buzz and Drive Business; Part 4: The Sales Playbook: How to Energize Your Customers into a Million-Member Sales Team; Part 5: The Technology Playbook: How to Develop Products Users Love Part 6: The Corporate Philanthropy Playbook: How to Make Your Company About More Than Just the Bottom Line Part 7: The Global Playbook: How to Launch Your Product and Introduce Your Model to New Markets; Part 8: The Finance Playbook: How to Raise Capital, Create a Return, and Never Sell Your Soul; Part 9: The Leadership Playbook: How to Create Alignment-the Key to Organizational Success; The Final Play; Notes; Acknowledgments; About the Authors; Index
Sommario/riassunto	How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade?

For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a 46-billion dollar industry, Benioff's story will help business
