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Sommario/riassunto	A must-have recipe book for building software Perhaps you can relate to this all-too common scenario: you know all about your software product?but could do with some help in understanding the strategic side of things. If so, this book is the one-stop resource you'll need in order to become a successful software entrepreneur. Patterns expert Allan Kelly provides you with the step-by-step route that needs to be followed in order to understand business strategy and operations. Each chapter starts out with a solid introduction and theoretical overview, which is then further illustrated