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Nota di contenuto	How to start up a software business within a cloud computing environment; Acknowledgement; Table of Contents; List of Figures; Chapter 1: Introduction; Background; Aims and Objectives; Methodological approach; Chapter 2: Literature Review; Introduction; Business Development Framework: Important aspects of business development from an ISV view; Software as a Service framework; The customer's viewpoints on Software as a Service; Conclusion; Chapter 3: Methodology; Introduction; Justification for case study selection; Market view; CashOnePro; The business side of CashOnePro; Business Development Financial planning Conclusion; Chapter 4: Results and Discussion; Summary of the results in the literature; Summary of survey results; Summary of case study results; Discussion of research findings; Answers to research questions; Conclusion; Chapter 5: Conclusion; Introduction; Key findings; Recommendations; Key success factors; Scope for further research; Conclusion; Annexures; References
Sommario/riassunto	The author is beyond excited about the potential that comes from new ventures. One of the key characteristics of successful entrepreneurs is

courage, but courage only is most often far too little and can end up in a fiasco soon. The author is convinced that there is a set of rules that is valid for most companies. Knowledge and usage of this set of rules could make an entrepreneurs life much easier. The key question within this book is: 'What aspects of business development are of tremendous importance for Software as a Service start up companies?' In order to find some answers to this questio
