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Nota di contenuto	How SaaS Companies Price Their Products: Insights from an Industry Study Architecting AI deployment: A Systematic Review of State-of-the-art and State-of-practice Literature Autonomously Improving Systems in Industry: A Systematic Literature Review Industrial Agile Transformations Lacking Business Emphasis: Results from a Nordic Survey Study Essential Approaches to Dual-Track Agile: Results from a Grey Literature Review Using Blockchain in Digitalizing Enterprise Legacy Systems: An Experience Report Communication Practices in Continuous Software Development Startups transitioning from early to growth phase – A pilot study of technical debt perception How to Conduct Customer Interviews? A Workshop Format for Teaching Customer Interview Skills Towards Ethical Guidelines of Location-Based Games: Challenges in the Urban Gaming World Continuous Experimentation with Product-Led Business Models: A Comparative Case Study Insights from a software engineering course that promotes entrepreneurship in a VUCA perspective A Trend Analysis of Software Business Research.
Sommario/riassunto	This book constitutes the refereed proceedings of the 11th International Conference on Software Business, ICSOB 2020, which was

held during November 16-18, 2020. The conference was originally planned to take place in Karlskrona, Sweden, but changed to an online format due to the COVID-19 pandemic. The 13 full papers and 5 short papers presented were carefully reviewed and selected from 39 submissions. They deal with a range of topics including practices for engineering and marketing software-intensive products, extracting business value from machine learning based software components, ethical considerations of the software business, software ecosystems, and pedagogy of teaching entrepreneurship and software business.