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# Behind the Cloud

the untold story of how salesforce comwent from idea to billion-dollar company and revolutionized an industry

## Marc Benioff

Chairman & CEO of salesforce.com

and Carlye Adler

the salesforce.com playbook

**Nathan Furr, Jeff Dyer** 

Behind the Cloud Marc Benioff, Carlye Adler, 2009-10-19 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 leaders and entrepreneurs stand out innovate better and grow faster in any economic climate In Behind the Cloud Benioff shares the strategies that have inspired employees turned customers into Summary of Marc Benioff's Behind the evangelists leveraged an ecosystem of partners and allowed innovation to flourish Cloud by Swift Reads, 2019-07-15 Behind the Cloud The Untold Story of How Salesforce com Went from Idea to Billion Dollar Company and Revolutionized an Industry 2009 explores how salesforce com used cloud based computing to create new business standards in the early 2000s With the help of journalist Carlye Adler salesforce com founder and CEO Marc Benioff outlines how the company upended the existing software market by offering customer relationship management CRM systems that could be accessed on any computer Purchase this in depth summary to learn more Hanton, 2024-04-11 Provocative and detailed Excellent The Telegraph Shocking and meticulous Danny Dorling An eye opening revelation a must read Joel Bakan THE TELEGRAPH BEST BOOKS OF 2024 British politicians love to vaunt the benefits of the UK's supposed special relationship with the US But are we really America's economic partner or its colony Vassal State lays bare the extent to which US corporations own and control Britain's economy how American business chiefs decide what we re paid what we buy and how we buy it US companies have carved up Britain between them siphoning off enormous profits buying up our most lucrative firms and assets and extracting huge rents from UK PLC all while paying little or no tax Meanwhile policymakers from Whitehall mandarins to NHS chiefs shape their decisions to suit the whims of our American corporate overlords Based on his 40 years of business experience devastating new research and interviews with the major players Angus Hanton exposes why Britain has become the poor transatlantic relation and what we can do to 42 Rules for Building a High-Velocity Inside Sales Team Lori L. Harmon, Debbi S. Funk, 2014-01-10 Inside change it sales is the fastest growing sales channel due to its cost effective nature An inside sales rep can handle far more contacts on a daily basis than their field sales counterpart If you are a C level executive with responsibility for delivering revenue you cannot afford to overlook the rules contained in this fast paced powerful book 42 Rules for Building a High Velocity Inside Sales Team Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results will help you and your team understand The key elements required to build a high velocity inside sales team that will accelerate your revenue The

different types of inside sales teams you can leverage how and where to staff them and the types of tools that are required for them to operate effectively The importance of a common sales language consistent processes and clearly defined weekly metrics With the popularity of inside sales skyrocketing so is the demand for inside sales talent Lori Harmon and Debbi Funk prepare you with the info you need to make smart choices when building a high velocity inside sales team This includes recognizing the specialized skills required to manage and lead an inside sales team understanding the skills required of an ideal inside sales rep and quantifying the cost of a bad hire Pick up this book and see for yourself the value that these rules will help you bring to your organization Play Bigger Al Ramadan, Dave Peterson, Christopher Lochhead, Kevin Maney, 2016-06-14 In today s world it s no longer enough to create great new products rather companies now must create whole new categories that destroy old ones Uber created a new personal transportation category and destroyed taxis and limos Salesforce com created a new category of cloud base sales automation dethroning the old CRM industry Airbnb Workday Tesla and Netflix are all winning by creating entirely new business categories that destabilise old ones The category is the new strategy The conclusion If you want to build a legendary company you need to design and build a legendary category at the same time and dominate it over time Your company needs to be a Category King And if you don't design a Category King you re creating a failure Drawing on examples from within and beyond our own practice PLAY BIGGER shows both entrepreneurs and established enterprises how to define develop and rule a category over time Method Nathan Furr, Jeff Dyer, 2014-08-19 Have you ever come up with an idea for a new product or service but didn t take any action because you thought it would be too risky Or at work have you had what you thought could be a big idea for your company perhaps changing the way you develop or distribute a product provide customer service or hire and train your employees If you have but you haven t known how to take the next step you need to understand what the authors call the innovator's method a set of tools emerging from lean start up design thinking and agile software development that are revolutionizing how new ideas are created refined and brought to market To date these tools have helped entrepreneurs designers and software developers manage uncertainty through cheap and rapid experiments that systematically lower failure rates and risk But many managers and leaders struggle to apply these powerful tools within their organizations as they often run counter to traditional managerial thinking and practice Authors Nathan Furr and Jeff Dyer wrote this book to address that very problem Following the breakout success of The Innovator's DNA which Dyer wrote with Hal Gregersen and bestselling author Clay Christensen to provide a framework for generating ideas this book shows how to make those ideas actually happen to commercialize them for success Based on their research inside corporations and successful start ups Furr and Dyer developed the innovator's method an end to end process for creating refining and bringing ideas to market They show when and how to apply the tools of their method how to adapt them to your business and how to answer commonly asked questions about the method itself including How do we know if this idea is worth pursuing Have we found the right

solution What is the best business model for this new offering This book focuses on the how how to test how to validate and how to commercialize ideas with the lean design and agile techniques successful start ups use Whether you re launching a start up leading an established one or simply working to get a new product off the ground in an existing company this book is The Digital Renaissance of Work Paul Miller, 2016-12-08 The world of work is going through an unprecedented revival driven by new technologies The Digital Renaissance of Work Delivering Digital Workplaces Fit for the Future will take the reader on a journey into the emerging technology led revival of work A unique combination of thought leadership and technical know how this book will bring the reader up to date with the latest developments in the field such as freelancing the organisation work but no jobs localisation work but not place time travel and death of the weekend trust privacy and the quantified employee leadership in the hyper connected organisation beyond the office the mobile frontline automation and the frontiers of work as well as setting out how to lay down the roadmap for the digital workplace the human centred digital workplace making the business case setting up the digital workplace programme technology deployment measuring the digital workplace The book will draw on new case studies from major organisations with which Paul Miller is in regular discussion such as Accenture aligning the digital and physical workplaces Barclays innovating in a regulated environment Deutsche Post DHL leading at the mobile frontline Environment Agency real time collaboration IBM pushing the digital workplace frontiers IKEA measuring the digital workplace SAP gamifying the enterprise Paul Miller's follow up to his critically acclaimed The Digital Workplace picks up the story to provide organisations with an understanding of the structural and organizational implications the emerging technology has for the workplace His insights backed by the considerable research of the Digital Workplace Forum offer a lifeline to organizations needing to make better sense of a very uncertain Hands-On Low-Code Application Development with Salesforce Enrico Murru, 2020-10-16 Explore a wide future range of low code tools in the Salesforce platform for building customized CRM applications without writing any code Key FeaturesCreate apps with a rich user experience without paying for costly developersLeverage Salesforce Lightning Platform s declarative features to build professional grade applicationsImprove productivity with business process automation using Workflow Process Builder and FlowBook Description Low code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities Thanks to its powerful features for designing developing and deploying apps without having to hand code Salesforce is at the forefront of the low code development revolution This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce You ll start by learning how to design your business data model with custom objects fields formulas and validation rules all secured by the Salesforce security model You ll then explore tools such as Workflow Process Builder Lightning Flow and Actions that will help you to automate your business processes with ease This book also shows you how to use Lightning App Builder to build personalized UIs for your Salesforce applications explains the value of creating

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conduct regulation oversight in an algo driven world cybersecurity diversity inclusion data privacy the unbundled corporation the future of work social responsibility sustainability and the new leadership imperatives Ethical considerations of deploying Al solutions and why explainable Al is so important **Win from Within** James Heskett, 2022-01-04 There is significant evidence that an effective organizational culture provides a major competitive edge higher levels of employee and customer engagement and loyalty translate into higher growth and profits Many business leaders know this yet few are doing much to improve their organizations cultures They are discouraged by misguided beliefs that an executive s tenure and an organization s attention span are too short for meaningful transformation James Heskett provides a roadmap for achievable and fast paced culture change He demonstrates that an effective culture supplies the trust that makes managing change of all kinds easier It provides a foundation on which changes in strategy can be based and it s a competitive edge that can t easily be hacked or copied Examining leading companies around the world Heskett details how organizational culture makes employees more loyal more productive and more creative He discusses how to quantify its effects in order to sell the notion of culture change to the organization and considers how to preserve an organization s culture in the face of the trend toward remote work hastened by the COVID 19 pandemic Showing how leadership can bring about significant changes in a surprisingly short time span Win from Within offers a playbook for developing and deploying culture that enables outsized results It is a groundbreaking demonstration of organizational culture s role as a foundation for strategic success and its measurable impact on the bottom line Software Change Management Donald J. Reifer, 2011-12-22 Why is it so difficult to change organizations What does it really take to make process improvement yield measurable results For more than 30 years Donald Riefer has been guiding software teams through the technical organizational and people issues that must be managed in order to make meaningful process changes and better products This practical guide draws from his extensive experience featuring 11 case studies spanning the public and private sectors and even academia Each case study illuminates the original conditions describes options and recommendations details reactions outcomes and lessons learned and provides essential references and resources Eleven case studies provide insightful empirical data from real world organizations Provides a broad view across organizational settings and factors such as personnel and technical environments including cloud Agile and open source options Illuminates the hard won lessons tradeoffs and impacts with advice on how to engineer successful sustainable changes yourself Smart or Lucky? Judith S. Hurwitz, 2011-04-04 Smart or Lucky How Technology Leaders Turn Chance into Success About the Book An insider s look at the combination of luck and smarts you need to succeed in today s changing tech world To be successful in any highly competitive market you have to be smart but you also have to be lucky by being at the right place at the right time The most successful technology entrepreneurs understand the value of the combination of luck and smarts and make it work for them Those who fail are the ones who may be lucky but get complacent believe they re the smartest players in the market and fail to make the changes needed to sustain leadership Smart or Lucky

is for business leaders who are interested in learning what it takes to be successful in emerging markets and how to sustain success over the long term It shows entrepreneurs how to recognize a lucky break and have the foresight to take advantage of it Offers concrete lessons based on well tested principles that have broad applications for business leaders and entrepreneurs across industries Based on experiences with hundreds of successful and failed companies in the software market over three decades Author's method has resulted in expanded revenue and increased market success for both large and small companies Informative and highly detailed this is a must read for all business leaders and emerging entrepreneurs who want to understand how to stay nimble and succeed in complicated competitive markets The Tale of Technology AMIR HUSSAIN, 2024-09-23 The Tale of Technology is an important source in the context of understanding the evolving landscape of information technology IT The book is easy to understand and is a valuable source of information for individuals and entities engaged in or exploring the technology industry. The significance of this book is rooted in 2 main trends a careful examination of current IT trends and an exploration of emerging technologies pushing to reshape the IT sector in the next 10 years It is a must have on the shelves for Aspiring Individuals The book is relevant for anyone with the ambition to embark on a business journey within the technology industry Serves as a foundation guide for those considering a career or a business in the tech sector Business Leaders The book is recommended for leaders in key roles across various functions within technology companies such as individuals overseeing Sales Marketing Engineering Product Development Services Operations and Finance Entrepreneurs The book is valuable for entrepreneurs actively involved in establishing and developing their technology focused businesses The details in every chapter address strategic operational and visionary aspects of entrepreneurship in the tech sector Professionals The book is beneficial for professionals contributing to different functions within an organization indicating a broad applicability of the scenarios quoted in the book suggesting insights and knowledge applicable across diverse roles within a tech centric enterprise Startups Those at the inception of their business journey within the technology industry are encouraged to consider this book an essential resource The content is tailored to provide insights and guidance relevant to startup ventures unique challenges and opportunities A captivating collection of ten thought provoking chapters on technology and the connected business This meticulously researched and well peer reviewed guide offers an insightful journey through the intricate world of technology business in the 21st century Explore everything from the origins of industrial revolutions to the complexities of today s IT landscapes Consider it your curated guide to understanding the powerful interplay between Information Technology and Business Exploring Management John R. Schermerhorn, 2011-10-11 The primary goal of this edition of Exploring Managementis to help build core management competencies for today s global and more complex workplace including issues related to planning organizing leading and controlling POLC with more hands on type materials such as cases exercises and application Schermerhorn uses a conversational and interactive writing style to master concepts in a bite size and fundamental approach This text presents

managerial concepts and theory in a straight forward interesting style with a strong emphasis on application The discussion of theory is framed in a unique engaging and concise way The goal is to promote critical thinking and ability to make sound business decisions using managerial theory Concepts are explored and reinforced by most hands on applications exercises cases and the integration of technology The text also focuses on the most important aspects of the POLC model emphasizing The Purpose Reset Rich Fernandez, Carolina Lasso, Steph Stern, 2025-05-06 Discover how to align purpose at the individual team and organizational levels and unlock greater significance and engagement while making a positive impact Based on the leadership program born at Google Search Inside Yourself and a decade of working with thousands of people and companies around the world Whether you re an individual seeking more meaning in your work a talent development professional looking to influence people policies in your organization or a leader hoping to increase your impact organization wide The Purpose Reset offers practical guidance on how to gain more clarity on your purpose and put it into action Purpose is not a destination or achievement but rather an alignment of three key aspects your What your strengths and skills Why your values and intentions Who your impact on the world around you Deepen your awareness of these three elements for yourself your team and your organization See how aligning purpose across these levels of your company creates an amplification effect Learn how to act on them every day to increase your motivation engagement and well being Based on SIY Global's work with organizations around the world The Purpose Reset is a rich resource filled guide with interactive practical exercises inspiring real life vignettes relatable reflections business case studies and toolkits to help you live your purpose and ultimately contribute to building a more sustainable compassionate and equitable world within your organization and beyond

Xaas: Everything-as-a-service - The Lean And Agile Approach To Business Growth Shantanu Bhattacharya, Lipika Bhattacharya, 2021-10-13 XaaS Everything as a Service The Lean and Agile Approach to Business Growth takes the reader into the bold new world of pay per use for a product or service From the perspective of the customer the servitization model yields multiple benefits the consumer can try out the product service at a relatively low cost the risk is mitigated capital expenses can be converted into operating expenses it is not needed to forecast how often the product service is used and only parts of the product service needed can be used Similarly a provider can benefit by having a larger market coverage steadier stream of revenues upgrades as and when needed sharing of fixed assets across consumers practicing of value based pricing and unbundling or bundling utility for consumers using appropriate pricing techniques However this nanoization of products services is tricky and has to be designed carefully This book provides a set of recipes to providers to adopt the XaaS model by changing the provider's mindset dividing the product service forces the provider to take a value driven approach to his product service and consequently eliminate all non value added activities The requirements of the XaaS model serve both as an objective to the innovation and internal processes of the provider and as guide to understanding the customer's needs The book also covers data acquisition data analysis and synthesis and data application needs of the XaaS model with simple

examples and case studies from the business world of firms that achieve these objectives successfully A History of the **Internet and the Digital Future** Johnny Ryan, 2010-09-15 A History of the Internet and the Digital Future tells the story of the development of the Internet from the 1950s to the present and examines how the balance of power has shifted between the individual and the state in the areas of censorship copyright infringement intellectual freedom and terrorism and warfare Johnny Ryan explains how the Internet has revolutionized political campaigns how the development of the World Wide Web enfranchised a new online population of assertive niche consumers and how the dot com bust taught smarter firms to capitalize on the power of digital artisans From the government controlled systems of the Cold War to today s move towards cloud computing user driven content and the new global commons this book reveals the trends that are shaping the businesses politics and media of the digital future **Brand Admiration** C. Whan Park, Deborah J. MacInnis, Andreas B. Eisingerich, 2016-09-16 Brand Admiration uses deep research on consumer psychology marketing consumer engagement and communication to develop a powerful integrated perspective and innovative approach to brand management Using numerous real world examples and backed by research from top notch academics this book describes how companies can turn a product service corporate person or place brand into one that customers love trust and respect in short how to make a brand admired The result Greater brand loyalty stronger brand advocacy and higher brand equity Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth The real power of Brand Admiration is that it provides concrete actionable guidance on how brand managers can make customers and employees admire a brand Admired brands don't just do the job they offer exactly what customers need enabling benefits in way that s pleasing fun interesting and emotionally involving enticing benefits while making people feel good about themselves enriching benefits Providing these benefits called 3 Es is foundational to building strengthening and leveraging brand admiration In addition the authors articulate a common sense and action based measure of brand equity and they develop dashboard metrics to diagnose if there are any canaries in the coal mine and if so what to do next In short Brand Admiration provides a coherent cohesive approach to helping the brand stand the test of time A well designed well managed brand becomes a part of the public consciousness and ultimately a part of the culture This trajectory is the fruit of decisions made from an integrated strategic standpoint This book shows you how to shift the process for your brand with practical guidance and an analytical approach The Hidden Wealth of Customers Bill Lee, 2012-05-15 Introducing return on relationship with your most valued customers The traditional model of growing your business by relying on employees in sales marketing and product development is dying Today's most successful companies are taking a different approach getting customers to market sell and create products for them In assessing client value most companies look at the money paid for their goods and services But in this book Customer Strategy Group CEO Bill Lee offers a compelling new vision for growth by maximizing your return on relationship with select customers those that offer rich sources of hidden wealth A different type of ROI this

strategy of making the most of your firm's existing relationships is a modern approach to customer relations one that yields a distinct business advantage Illustrated by numerous case studies Salesforce com SAS Institute 3M Microsoft and others The Hidden Wealth of Customers shows the value some customers can have by helping to market your offerings penetrate foreign markets leverage the demand generating power of social media build customer communities improve innovation and more Lee explains how to effectively engage this crucial audience which has the power to keep your strategy focused on important customer issues and increase profitability When done right your best customers will prospect for you while also speeding product adoption and improving customer satisfaction and long term loyalty Consider this book a blueprint for finally making the most out of your most valuable customer relationships

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