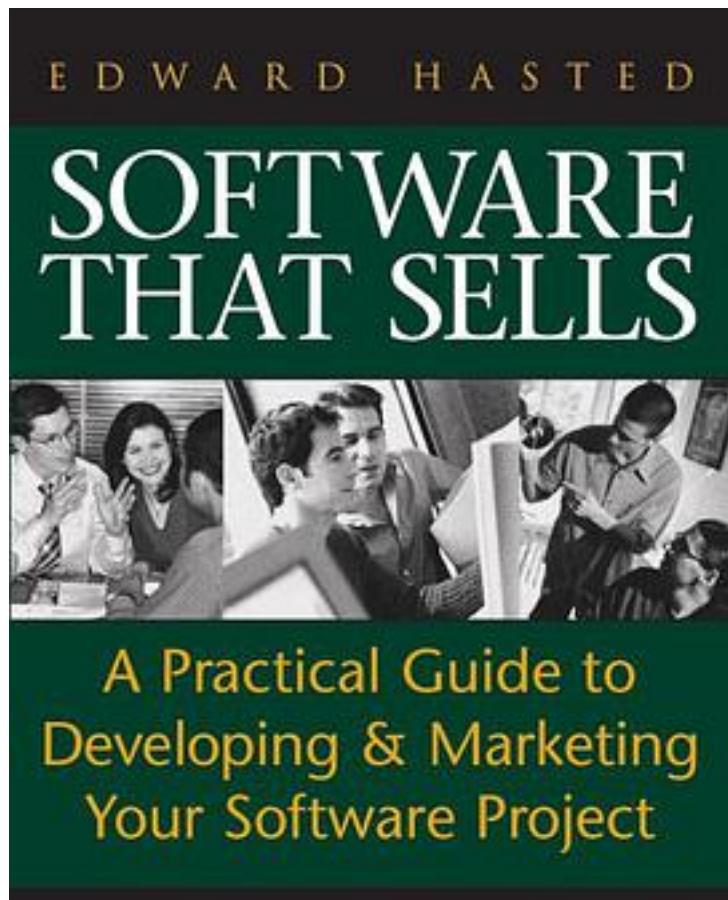


Software that sells



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Written by an expert with more than 30 years of experience in every role in the IT industry, this book confronts development process problems head-on, and it tackles the critical steps that must be taken to ensure success. It dives into topics such as identifying opportunities, planning for success, building an appropriate business

model, assembling a team, developing software, managing teams, and successfully marketing and selling the product. This book fills a void in the current market, and is an ideal read for all IT professionals.

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