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Behind The Cloud The Untold

Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company-and Revolutionized an Industry Hardcover – October 19, 2009 by Marc Benioff (Author), Carlye Adler (Author)

Behind the Cloud: The Untold Story of How Salesforce.com ...

Behind the Cloud is no exception, and it follows a recognizable narrative trope as old as business itself -- that of the upstart, the visionary, the rebel. Benioff identified Salesforce's mission as the "End of Software" and celebrated the Internet's ability to deliver software through the cloud. Pause for a second.

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The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and Revolutionized an Industry - Behind the Cloud by Marc R. Benioff and Carlye Adler Behind the Cloud (2009) details the rise of Salesforce.com from a one-room apartment start-up to a prosperous global company.

Behind the Cloud by Marc R. Benioff and Carlye Adler

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The Untold Truth Of The Lost Boys

"In Behind the Cloud, Marc Benioff takes us through the ups and downs of building one of the most extraordinary businesses of our time and reveals the tactics that gave salesforce.com its amazing edge. This book will show you how to focus your vision, think differently, align your organization—and transform your business and your life."

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