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Technology As A Service Playbook

As technology is such a broad topic, the book is written broadly to apply to both software or physical products. As a playbook, the book is written for different groups within the business and the entire book is not needed to be read for every group. The accounting department does not need to understand the nuances of the service department.

Amazon.com: Technology-as-a-Service Playbook: How to Grow ...

Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business. Whether you are a pure-play cloud company or a traditional technology provider making the pivot to the cloud, this book will help guide your decision-making and execution around the "as-a-service" model to put your company on a path to profitable growth.

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Technology-as-a-Service Playbook defines the tactical and strategic plays technology companies must run to build a profitable subscription business.

Technology-as-a-Service Playbook eBook by Thomas Lah ...

Book Summary: The title of this book is Technology-as-a-Service Playbook and it was written by Thomas Lah, J.B. Wood. This particular edition is in a Hardcover format. This books publish date is Apr 11, 2016 and it has a suggested retail price of \$25.95. It was published by Point B, Inc. and has a total of 349 pages in the book.

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Technology-as-a-Service Playbook

And we think a blueprint for how to build a sustainably profitable technology-as-a-service (XaaS) business is emerging. And so we have written a new book, Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business.

Chapter THOMAS LAH Nine Preview - PS Professional | PS ...

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