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The book gives a lot of history lessons and specifics on the growth of cloud computing and SaaS. Any reader that is starting a company in this ecosystem must read this book. However, most of the lessons are more general management with some weaving in of specific examples and ways in which Benioff solved the problems in front of him.

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#### Behind the Cloud eBook PDF von Marc Benioff Carlye

Benioff is the recipient of many awards for pioneering innovation, including the 2007 Ernst & Young Entrepreneur of the Year. In 2000, Benioff launched the Salesforce.com Foundation-now a multimillion-dollar global organization. He lives in San Francisco.

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# **BEHIND THE CLOUD by Mark Benioff Zapplied Welkom**

Marc Benioff is the chairman and CEO of SalesForce.com (NYSE: CRM), which he co-founded in 1999. In the book Behind the cloud, Benioff takes us upon his

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