

Clouconomics

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the ultimate guide to assessing and exploiting the customer value and revenue potential of the cloud a new business model is sweeping the world the cloud and as with any new technology there is a great deal of fear uncertainty and doubt surrounding cloud computing clouconomics radically upends the conventional wisdom clearly explains the underlying principles and illustrates through understandable examples how cloud computing can create compelling value whether you are a customer a provider a strategist or an investor clouconomics covers everything you need to consider for the delivery of business solutions opportunities and customer satisfaction through the cloud so you can understand it and put it to work for your business clouconomics also delivers insight into when to avoid the cloud and why quantifies how customers users and cloud providers can collaborate to create win wins reveals how to use the laws of clouconomics to define strategy and guide implementation explains the probable evolution of cloud businesses and ecosystems demolishes the conventional wisdom on cloud usage it spend community clouds and the enterprise provider cloud balance whether you re ready for it or not cloud computing is here to stay clouconomics provides deep insights into the business value of the cloud for executives practitioners and strategists in virtually any industry not just technology executives but also those in the marketing operations economics venture capital and financial fields

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