BEHIND THE CLOUD BY MARC BENIOFF



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Behind the Cloud is a magnificent book, the founder, and CEO Marc Benioff and Carlye Adler(Journalist) speak about Salesforce's fascinating and quirky story, from the very beginnings-start-up challenges and difficulties to its worldwide expansion and success.

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Marc R. Benioff is the chairman and CEO of salesforce.com (NYSE: CRM), which he cofounded in 1999.

Under Benioff's direction, salesforce.com has grown from a groundbreaking idea into a publicly traded company that is the market and technology leader in enterprise cloud computing.

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Behind the Cloud Audiobook by Marc Benioff Carlye Adler

In Behind the Cloud, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

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Marc Benioff Man Behind the Cloud SuccessStory

Marc Benioff: Man Behind the Cloud Marc Benioff is a renowned American philanthropist, author and a successful internet entrepreneur. He is best known for being the founder, CEO and Chairman of Salesforce, the globally popular cloud computing service provider company.

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Behind The Cloud Book Summary themarketingstudent com

Behind The Cloud is Marc Benioff's account of how Salesforce grew to the behemoth it is today.. There were some interesting operational and growth lessons, but for me, the real gems are when you get to see how Marc Benioff thinks.

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