

Technologyaservice Playbook How To Grow A Profitable Subscription Business

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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. 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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Thomas Lah & J. B. Wood Technology-as-a-Service Playbook ...

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This is probably my favorite book to date on Customer Success and "Technology as a Service" due to the amazing depth, detail, and the care taken to write it. Technology Services Industry Association is the leader in the Customer Success movement. I highly recommend this book and the videos they have made available on Youtube.

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Technology-as-a-Service Playbook: How to Grow a Profitable ...

In Technology-as-a-Service Playbook, TSIA's president and CEO J.B. Wood and I provide the industry background, frameworks, and action plan technology companies can use to grow and scale a profitable technology-as-a-service business.

Introducing the Technology-as-a-Service Playbook | TSIA

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Chapter THOMAS LAH Nine Preview - PS Professional

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Technologyaservice Playbook How To Grow

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.

Technology-As-A-Service Playbook: How to Grow a Profitable ...

'Technology-as-a-Service Playbook' by Thomas Lah & J. B. Wood is a digital PDF ebook for direct download to PC, Mac, Notebook, Tablet, iPad, iPhone, Smartphone, eReader - but not for Kindle. A DRM capable reader equipment is required.

Thomas Lah & J. B. Wood: Technology-as-a-Service Playbook ...

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