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your business success is now forever linked to the success of your customers customer success is the groundbreaking guide to the exciting new model of customer management business relationships are fundamentally changing in the world b c before cloud companies could focus totally on sales and marketing because customers were often stuck after purchasing therefore all of the post sale experience was a cost center in most companies in the world a b after benioff with granular per year per month or per use pricing models cloud deployments and many competitive options customers now have the power as such b2b vendors must deliver success for their clients to achieve success for their own businesses customer success teams are being created in companies to quarterback the customer lifecycle and drive adoption renewals up sell and advocacy the customer success philosophy is invading the boardroom and impacting the way ceos think about their business today customer success is the hottest b2b movement since the advent of the subscription business model and this book is the one of a kind guide that shows you how to make it work in your company from the initial planning stages through execution you ll have expert guidance to help you understand the context that led to the start of the customer success movement build a customer success strategy proven by the most competitive companies in the world implement an action plan for structuring the customer success organization tiering your customers and developing the right cross functional playbooks customers want products that help them achieve their own business outcomes by enabling your customers to realize value in your products you re protecting recurring revenue and creating a customer for life customer success shows you how to kick start your customer centric revolution and make it stick for the long term

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you are interested in making an app you have read all of the stories of successful developers and appreneurs you are determined to get a piece of the pie the world of apps is the fastest growing market in the world today and it is here to stay the best part is you can get in on it now what if i told you that without the knowledge contained in this book the odds of you making a profit are slim to none what if i also told you that you probably wouldn t break even there is more to apps than most people think the average person assumes that if they make an app they will instantly become a millionaire the truth is without the knowledge from years of successes and failures you just won t know where to begin appreneur book contains tips tricks secrets and stories from the top developers appreneurs and companies from around the globe after reading this book you will have the knowledge to bring your idea to life market it promote it and sell it in a way that would have otherwise been impossible what you ll learn how to start at the bottom and rise to the top how to choose the right development and platform for you how to create a market for yourself instead of playing the competition how to generate revenue from various app business models available how to figure out what s hot versus what s not how to make the most of your advertising dollars what is free to pay f2p model and how to take advantage of it how to secure your rights and later sell your rights to cash out or hit it big how to evolve with the app stores and keep piracy to a minimum who this book is for this book is for aspiring indie mobile app developers especially those who want to build and sell apps on apple itunes app store table of contents starting at the bottom and rising to the top choosing the right development option for you don t compete in a market create it generating revenue from various business models managing users for today for success tomorrow what s hot and what s not making the most of your advertising money plan to scale or your app will fail life cycles of apps selling the rights and cashing out keeping piracy to a minimum evolving with the app store appendix guest chapter by appversal

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