



The Software Industry: Economic Principles, Strategies, Perspectives

By Peter Buxmann, Heiner Diefenbach, Thomas Hess

Download now

Read Online 

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess

Whether ERP software, office applications, open-source products or online games: In terms of its economic characteristics, software differs fundamentally from industrial goods or services. Based on the economic principles and rules of the software industry, the book reveals strategies and business models to software vendors that comprise cooperation, distribution, pricing and production and industrialization strategies, as well as software as a service and platform concepts. Further aspects including the outsourcing behavior of software vendors and users; providing business software as open source software; selecting software; and the value chains in the software industry are also addressed. Based on a number of expert meetings, it contains numerous case studies and new empirical findings. Target audience of the book are professionals and executives from the software, consulting and IT branches as well as students and scholars of business administration, computer science, business and industrial engineering.

 [Download The Software Industry: Economic Principles, Strate ...pdf](#)

 [Read Online The Software Industry: Economic Principles, Stra ...pdf](#)

The Software Industry: Economic Principles, Strategies, Perspectives

By Peter Buxmann, Heiner Diefenbach, Thomas Hess

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess

Whether ERP software, office applications, open-source products or online games: In terms of its economic characteristics, software differs fundamentally from industrial goods or services. Based on the economic principles and rules of the software industry, the book reveals strategies and business models to software vendors that comprise cooperation, distribution, pricing and production and industrialization strategies, as well as software as a service and platform concepts. Further aspects including the outsourcing behavior of software vendors and users; providing business software as open source software; selecting software; and the value chains in the software industry are also addressed. Based on a number of expert meetings, it contains numerous case studies and new empirical findings. Target audience of the book are professionals and executives from the software, consulting and IT branches as well as students and scholars of business administration, computer science, business and industrial engineering.

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess **Bibliography**

- Sales Rank: #3155118 in Books
- Published on: 2014-10-15
- Released on: 2014-10-15
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .56" w x 6.10" l, .74 pounds
- Binding: Paperback
- 224 pages

 [Download The Software Industry: Economic Principles, Strate ...pdf](#)

 [Read Online The Software Industry: Economic Principles, Stra ...pdf](#)

Download and Read Free Online The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess

Editorial Review

Review

From the reviews:

“Software has become a commodity that can face competition, be quality tested and certified, and support user-centered services on demand. This book describes these aspects, the challenges the industry has faced, and the way the industry has responded to user demands. ... A good reference on the software industry, this book will be appreciated by practitioners, academics, researchers, students, and programmers.” (Harekrishna Misra, Computing Reviews, July, 2013)

From the Back Cover

Whether ERP software, office applications, open-source products or online games: In terms of its economic characteristics, software differs fundamentally from industrial goods or services. Based on the economic principles and rules of the software industry, the book reveals strategies and business models to software vendors that comprise cooperation, distribution, pricing and production and industrialization strategies, as well as software as a service and platform concepts. Further aspects including the outsourcing behavior of software vendors and users; providing business software as open source software; selecting software; and the value chains in the software industry are also addressed. Based on a number of expert meetings, it contains numerous case studies and new empirical findings. Target audience of the book are professionals and executives from the software, consulting and IT branches as well as students and scholars of business administration, computer science, business and industrial engineering.

About the Author

Peter Buxmann is a Professor of Software Business & Information Management at Darmstadt University of Technology. His research fields include Software Business, Future Internet Economy, and Information Management. Moreover, he supports the foundation of IT companies and serves as a Department Editor of the Journal *Wirtschaftsinformatik / Business & Information Systems Engineering*.

Heiner Diefenbach is CEO of TDS AG, Neckarsulm (Germany), a stock market listed IT services company. He has more than 20 years experience in the IT Industry as a board member at major players such as Atos Origin and Computer Science Corporation.

Thomas Hess

After his studies in Information Systems at Darmstadt University of Technology, Thomas Hess completed his doctorate at St. Gallen University (Switzerland) in 1995. Since 2001 Thomas has been a professor at LMU Munich, where he also serves as director of the Institute for Information Systems and New Media. His research focuses on the digitalization of media industries, on software vendors and on new value systems.

Users Review

From reader reviews:

Cheri Turner:

Book is to be different for every single grade. Book for children till adult are different content. We all know that that book is very important usually. The book *The Software Industry: Economic Principles, Strategies, Perspectives* has been making you to know about other know-how and of course you can take more information. It doesn't matter what advantages for you. The book *The Software Industry: Economic Principles, Strategies, Perspectives* is not only giving you much more new information but also being your friend when you sense bored. You can spend your current spend time to read your guide. Try to make relationship with all the book *The Software Industry: Economic Principles, Strategies, Perspectives*. You never sense lose out for everything in the event you read some books.

Millard Espinoza:

Here thing why that *The Software Industry: Economic Principles, Strategies, Perspectives* are different and trusted to be yours. First of all examining a book is good but it depends in the content from it which is the content is as delicious as food or not. *The Software Industry: Economic Principles, Strategies, Perspectives* giving you information deeper and in different ways, you can find any publication out there but there is no publication that similar with *The Software Industry: Economic Principles, Strategies, Perspectives*. It gives you thrill looking at journey, its open up your own personal eyes about the thing that happened in the world which is perhaps can be happened around you. You can actually bring everywhere like in park, café, or even in your technique home by train. If you are having difficulties in bringing the imprinted book maybe the form of *The Software Industry: Economic Principles, Strategies, Perspectives* in e-book can be your alternative.

James Fong:

Do you like reading a guide? Confuse to looking for your best book? Or your book was rare? Why so many concern for the book? But any kind of people feel that they enjoy regarding reading. Some people likes looking at, not only science book but additionally novel and *The Software Industry: Economic Principles, Strategies, Perspectives* or even others sources were given understanding for you. After you know how the truly great a book, you feel wish to read more and more. Science e-book was created for teacher or maybe students especially. Those guides are helping them to include their knowledge. In different case, beside science book, any other book likes *The Software Industry: Economic Principles, Strategies, Perspectives* to make your spare time more colorful. Many types of book like this.

Kathe Waller:

Reading a guide make you to get more knowledge from it. You can take knowledge and information originating from a book. Book is created or printed or highlighted from each source that filled update of news. In this particular modern era like now, many ways to get information are available for a person. From media social just like newspaper, magazines, science e-book, encyclopedia, reference book, new and comic.

You can add your knowledge by that book. Are you ready to spend your spare time to open your book? Or just in search of the The Software Industry: Economic Principles, Strategies, Perspectives when you desired it?

Download and Read Online The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess #NKCAWZLRITP

Read The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess for online ebook

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess books to read online.

Online The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess ebook PDF download

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess Doc

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess Mobipocket

The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess EPub

NKCAWZLRITP: The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess