



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:

Peter Hudson:

This The Software Industry: Economic Principles, Strategies, Perspectives are usually reliable for you who want to be a successful person, why. The key reason why of this The Software Industry: Economic Principles, Strategies, Perspectives can be one of many great books you must have is giving you more than just simple studying food but feed anyone with information that perhaps will shock your previous knowledge. This book is definitely handy, you can bring it just about everywhere and whenever your conditions in the e-book and printed versions. Beside that this The Software Industry: Economic Principles, Strategies, Perspectives forcing you to have an enormous of experience including rich vocabulary, giving you demo of critical thinking that we know it useful in your day action. So , let's have it and enjoy reading.

Arthur Haynes:

The Software Industry: Economic Principles, Strategies, Perspectives can be one of your basic books that are good idea. Many of us recommend that straight away because this book has good vocabulary which could increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The author giving his/her effort to set every word into pleasure arrangement in writing The Software Industry: Economic Principles, Strategies, Perspectives yet doesn't forget the main point, giving the reader the hottest and based confirm resource details that maybe you can be one among it. This great information could drawn you into brand-new stage of crucial considering.

Mary Abrams:

Beside this specific The Software Industry: Economic Principles, Strategies, Perspectives in your phone, it may give you a way to get nearer to the new knowledge or information. The information and the knowledge you might got here is fresh from oven so don't always be worry if you feel like an old people live in narrow town. It is good thing to have The Software Industry: Economic Principles, Strategies, Perspectives because this book offers for your requirements readable information. Do you oftentimes have book but you rarely get what it's interesting features of. Oh come on, that will not end up to happen if you have this inside your hand. The Enjoyable set up here cannot be questionable, just like treasuring beautiful island. Techniques you still want to miss the item? Find this book in addition to read it from at this point!

Tabitha Devore:

A lot of people said that they feel uninterested when they reading a publication. They are directly felt the item when they get a half regions of the book. You can choose the particular book The Software Industry: Economic Principles, Strategies, Perspectives to make your own personal reading is interesting. Your personal skill of reading skill is developing when you like reading. Try to choose easy book to make you enjoy to read it and mingle the feeling about book and reading through especially. It is to be initial opinion for you to like to available a book and learn it. Beside that the book The Software Industry: Economic Principles, Strategies, Perspectives can to be your brand new friend when you're sense alone and confuse

with the information must you're doing of their time.

Download and Read Online The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess #PC62DRW8OT0

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

PC62DRW8OT0: The Software Industry: Economic Principles, Strategies, Perspectives By Peter Buxmann, Heiner Diefenbach, Thomas Hess