

NATIONAL BESTSELLER

"A great guide for any aspiring entrepreneur or CEO navigating the landscape of the future. It's the playbook for Enterprise 2.0."

—From the Foreword by **MICHAEL DELL**

Behind the Cloud

**the untold story of how [salesforce.com](https://www.salesforce.com)
went from idea to billion-dollar company—
and revolutionized an industry**

Marc Benioff

Chairman & CEO of [salesforce.com](https://www.salesforce.com)

and Carlye Adler

the
[salesforce.com](https://www.salesforce.com)
playbook

Resumo de Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company-And Revolutionized an Industry

How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change.

Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate.

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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