



# **Summary: Behind the Cloud - Marc Benioff: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company - and Revolutionized an Industry**

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**Complete summary of Marc Benioff's book: "Behind the Cloud: The Untold Story of How Salesforce.com Went From Idea to Billion-Dollar Company- and Revolutionized an Industry".**

This summary of the ideas from Marc Benioff's book "Behind the Cloud" explains how he started with an idea and grew it into a billion-dollar business. According to Benioff, the key to creating a truly successful company is not improving what has already been done; it's about being bold enough to make dramatic changes. In his book he shares the story of how his small business idea became a world-class company that generates revenue of over \$1 billion a year.

#### **Added-value of this summary:**

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read "Behind The Cloud" and discover just how far your business idea can take you!**

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