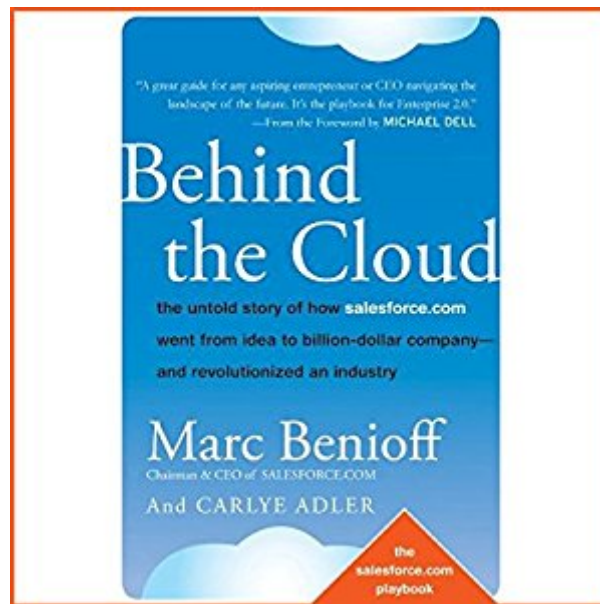# Behind The Cloud: The Untold Story Of How Salesforce.com Went From Idea To Billion-Dollar Company And Revolutionized An Industry

# Synopsis

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.

# Book Information

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# Customer Reviews

A CEO business book which doesn't follow the tired Gilda Radner formula of `Enough of me talking about me...let's hear what others think about me!'. This is a fun to read book chock-full of no-holds-barred advice on everything a growth company faces. In short easy to read chapters, Benioff writes instructively about everything from fostering an innovative product development and marketing machine, to driving explosive sales in existent and new/emerging markets, to focusing on customers while simultaneously inspiring a culture of employee hyper-success. His chapters on giving back to the community should be standard reading at all business schools today. In short,

this is a practical guide on how to grow a successful business without selling your soul to Mephistopheles. The enthusiasm infused in the writing is contagious. For those looking for MBA jargon, four quadrant charts, circles with arrows, new buzzwords, or formulaic bromides on business success brought about by `the cult of the leader', don't pick up this book. Benioff and Adler have penned an easy to read practical, no-nonsense step-by-step `how to' guidebook on building and running a great company. John Henry - Danville, CA

CEOs often feel the need to share their wisdom with the rest of us common mortals, and end up sharing nothing but their own sense of superiority. Marc Benioff, CEO of [...], does a wonderful job of actually sharing teachable moments along the road to creating a very successful company, and arguably a new way of doing business. He also shows how he built his company to be socially responsible from the outset.Without the pompous cadence of the motivational speaker, Benioff and his co-author, Carlye Adler, actually manage to impart useful information for anyone looking to start their own company while remaining interesting to the casual reader. There's also a lot of information about the prevailing technology culture and insights that help those of us who don't live on the West Coast understand the special brew of technology, entrepreneurship and spirituality that make it what it is.I highly recommend this book to anyone who is open to the positive side of capitalism and disappointed by what they've experienced thus far. Marc Benioff has done more than create a great company; he's set a great example.

I have founded and run two small, but successful, SaaS businesses and I like to think I have acquired the scar tissue of experience. However reading the book Marc and Carlye have written has been an inspirational learning experience. It describes a journey that as a technology entrepreneur I can empathise with. But it does far more than this. It is jam packed full of ideas and approaches that I can use in my business and it encourages a mindset that I know will help me. Marc's phenomenal track record provides the authenticity that is so often lacking in business books and together the authors have ensured that each bite-sized chapter succinctly and clearly conveys its intended points.

There are certainly some good tips in here about building a company but, as other reviewers have pointed out, the tips' format gets a little tiring. I do like how Benioff admits some mistakes and is on occasion surprisingly candid. This is a well-written book I would have preferred some more in-depth stories rather than a series of management platitudes. Also, Benioff is right about the disruption that

his company has caused--and about the naysayers back in the day.In sum, this is a good but not great book.

Marc Benioff's Behind the Cloud is a quick, interesting and informative reading about Benioff's experience, personal philosophy and a personal memoir about the formative years of [...]. This book is not a book about cloud computing, how it works, what is important to get right, how to move your company into the cloud. So you are warned.The book is a cross between a business success story, personal basking in success and a playbook for creating new companies. The book is a piece of corporate self promotion, but it goes beyond boosterism for the company and its offering to provide some real advice and insight. It is an example of the `different way' sales and marketing that [...] has become known for.Benioff covers all of the major areas associated with setting up and leading a company. This gives the book a comprehensive nature normally not found in a piece of corporate marketing. This difference makes the book recommended, not as a book about Cloud Computing, but as a look into the mind of a business leader and innovator.The book is organized around 111 `plays' representing concepts and ideas behind starting a business in general and [...] in particular. These `plays' are organized into parts covering strategy, marketing, events, sales, technology, philanthropy, globalization, finance and leadership.So recommended reading for people who want to know more about Benioff and [...] and recognize the hyperbole that is in the book. Not recommended if you want to understand how the cloud works.

Highly recommended! An entrepreneur's journey from idea inception, to leaving their full-time job, to launching their own company is often not adequately written about. Everyone loves to write about the success of unicorns, but not the pains along the way. What I love about this book is that Benioff goes into detail on his successes an failures, broken up into different groups within the company (i.e., marketing, sales, etc). This book offers extremely valuable insight on both the birth of an industry and the growth of a company. I really wish more people would read this!

Behind the Cloud: The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and Revolutionized an Industry Art Williams: COACH: The A. L. Williams Story: How a No-Name Company, Led by a High School Football Coach, Revolutionized the Life Insurance Industry iSpeak Cloud: Crossing the Cloud Chasm: Create a Cohesive Cloud Strategy Taken Captive: The Secret to Capturing your piece of America's multi-billion dollar insurance industry Straight Flush: The True Story of Six College Friends Who Dealt Their Way to a Billion-Dollar Online

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