

Preface

Amazingly, in a time in which book fairs are overflowing with a multitude of new publications, there are important topics which are not yet addressed in literature. Software product management used to be one of these, software pricing still is. When we first dealt with these subjects in IBM in the 1980s, it was like occult science with a few insiders who did not share their secrets with others, let alone reveal it to third parties. There was no literature on the subject.

Through a laborious learning-by-doing process, we gradually became insiders ourselves. Peter Clough worked on IBM's software pricing and terms for over 20 years, the executive from 2002 to 2008 who designed the pricing for the largest software deals, before he started his own consulting business. Hans-Bernd Kittlaus was responsible for IBM's European product management for database and application development projects before he made his first attempt, as director of the German savings banks organisation at the end of the 1990s, to take the concept of software product management into an organisation with thousands of application developers. There was still no literature. In 2004 he co-authored one of the first books on software product management ([KiRaSch04]) and started to consult software vendors and corporate IT organizations on the subject. The book in your hands provides an updated comprehensive view of software product management and the first extensive publication on software pricing that we are aware of. We hope you find the work both thought-provoking and useful. On www.innotivum.com you can find updates and additional information. The judgement of our success we leave to you and look forward to your criticism and praise at "info@innotivum.com".

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