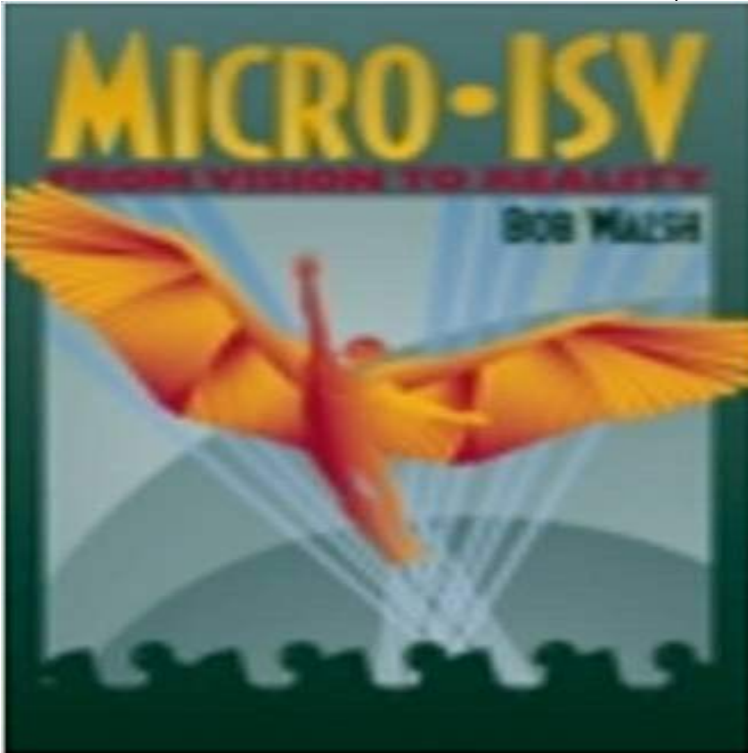


Micro-ISV: From Vision to Reality



There is nothing else available like it that covers so much territory about the basics of starting and running a small software company. Just buy it and read it. Thomas Warfield, asharewarelife.com

Micro-independent software vendors, or micro-ISVs, have become both a major source of applications and a realistic career alternative for IT professionals. As for the latter are you a programmer and curious about being your own boss? Where do you turn for information? Until now, online and traditional literature haven't caught up with the reality of the post-dot.com bust.

Micro-ISV: From Vision to Reality explains what works and why in today's emerging micro-ISV sector. Currently, thousands of programmers build and deliver great solutions ISV-style, earning success and revenues much larger than you might guess. Written by and for micro-ISVs, with help from some of the leaders of the field this book takes you beyond just daydreaming to running your own business. It thoroughly explores how it is indeed possible to launch and maintain a small and successful ISV business, and is an ideal read if you're interested in getting started.

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Most worthwhile endeavors, be it mastering a new programming language - Selection from Micro-ISV: From Vision to Reality [Book] **Micro-ISV - From Vision to Reality Robert Walsh** Apress Micro-independent software vendors, or micro-ISVs, have become both a major source of applications and a realistic career alternative for IT professionals. [(Micro-ISV, From Vision to Reality)] [by: Bob Walsh]: But it sometimes seems that intense desire creates not only its own opportunities, but its own talents. Eric - Selection from Micro-ISV: From Vision to Reality **Appendix - Micro-ISV: From Vision to Reality**

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