

A hand is shown typing on a laptop keyboard. The laptop screen is dark, and a semi-transparent overlay of code is visible. The code is in a light color, possibly white or light blue, and is arranged in a vertical column. The background is dark, with some blurred lights, suggesting a dimly lit room or office environment. The overall tone is professional and technical.

# WINNING SOFTWARE BUYERS: STRATEGIES FOR IN-MARKET

# Winning With Software

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