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Adjusting Software Revenue and Pricing Strategies in the Era of Cloud Computing

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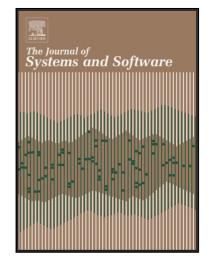
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Highlights

- Competitive forces shape software revenue and pricing models in cloud computing.
- Different revenue and pricing models lead to different competitive strategies.
- Software firms apply mixed revenue models, or a hybrid pricing mechanism.
- Software renting provides flexibility for software providers against competition.
- Software architecture may either limit possibilities for different revenue models.

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