Talking To Humans Success Starts With Understanding Your Customers

Building on the success of the first volume of Teaching Entrepreneurship, this second volume features new teaching exercises that are adaptable and can be used to teach online, face to face or in a hybrid environment. In addition, it expands on the five practices of entrepreneurship education: the practice of play, the practice of empathy, the practice of creation, the practice of experimentation, and the practice of reflection.

This book constitutes the refereed proceedings of the 11th International Conference on Software Business, ICSOB 2020, which was held during November 16-18, 2020. The conference was originally planned to take place in Karlskrona, Sweden, but changed to an online format due to the COVID-19 pandemic. The 13 full papers and 5 short papers presented were carefully reviewed and selected from 39 submissions. They deal with a range of topics including practices for engineering and marketing software-intensive products, extracting business value from machine learning based software components, ethical considerations of the software business, software ecosystems, and pedagogy of teaching entrepreneurship and software business.

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