

Software: Business or Hobby?

Steve Johnson
Pragmatic Marketing

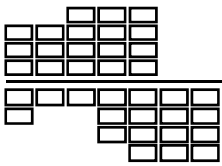
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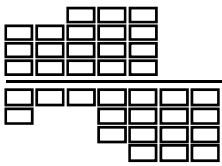
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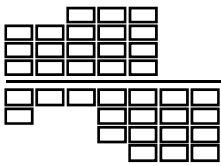
Our plan is to invent some sort of doohickey that everyone wants to buy.

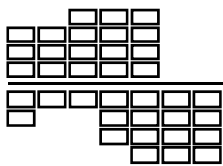
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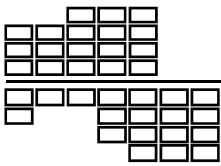
A “visionary” in a Dilbert cartoon strip











Pragmatic Marketing® Framework

