Written by Bob Snyder 21 March 2010

When an industry speaker dropped out of Channel Focus and Bob Snyder was asked to step in at the last minute. The only problem was that the topic was *"Cloud Computing and the Channel."* 



As an industry we can't even agree on a definition. We either love the concept or hate it. And we haven't yet figured out how to sell it into the channel (let alone achieve sales-through).

See how Bob tackles the problem of addressing 100 Tier 1 channel managers on the topic They Love to Hate.

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