



A panel session—Current trends in the software products industry

SESSION CHAIRMAN—MARTIN A. GOETZ

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Panel Members

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OVERVIEW

This session will examine the Software Products Industry, concentrating on the economics of the industry, the problems

facing the software manufacturer, and the changing needs of the user. The panel presentations and discussion will be based on the following: (1) the industry is rapidly growing both internationally and domestically, with U.S. revenues expected to exceed \$1 billion by 1976; (2) the industry's expansion is forcing the software manufacturer to face new problems in developing, maintaining, distributing, supporting, and marketing his product; and (3) the types and sophistication of software packages available to users are constantly growing and changing.

