

# Computer Software Industry in the US - PEST Framework Analysis

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## Abstracts

The Computer Software Industry can be classified into three broad categories:

**System Software:** This includes operating systems, compilers and interpreters.

**Application Software:** This includes cross-industry applications, such as office automation and accounting.

**Application Tools:** These allow users to retrieve, organize, manage and manipulate data and databases. It includes middleware and software enabling interoperation and communication by users and applications.

Aruvian's R'search analyzes the Computer Software Industry in the United States in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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