Design For Software A Playbook For Developers

Kicking off a new Agile project is always a challenge. You obviously need to 'collaboratively' establish an initial sense of direction - a broad understanding of the outcomes you hope to achieve, the features that you believe would help achieve those outcomes, etc. - but without delving too deep into detailed specifications that create a false sense of certainty and will ultimately become out of date the moment real users start using your product. In other words, you need to strike a balance – to do just enough planning at the outset. Not too much, not too little. This becomes infinitely more challenging with large and complex projects, especially in organizations that are new to Agile. Determining what constitutes 'just enough' may seem easy and straightforward, but it is rarely so. In this highly practical, step-by-step book, I describe the approach I've used with over 50 Agile teams to initiate large Agile projects and create that much-needed early alignment. I elaborate on the three core Initiation dimensions (Product, Process, and People) that a cross-functional team of technical specialists, business subject matter experts, customer representatives, 3rd party partners, and other stakeholders will explore during the 3 weeks comprising this initiation period (the Initiation Sprint). Mastering this technique will ensure that the reader has the tools they need to successfully initiate a large Agile project and set their team up for success. To show how the concepts and activities discussed in the book are applied in real life, I used a recent Initiation Sprint I facilitated for a large bank as a case study, detailing the different activities and exercises we embarked on as we initiated the project - exploring the problem, creating a shared understanding of what success means to our customers and to the business, and discussing the features that will help us achieve that success. Users can dramatically improve the design, performance, and manageability of object-oriented code without altering its interfaces or behavior. "Refactoring" shows users exactly how to spot the best opportunities for refactoring and exactly how to do it, step by step.

The Design Thinking Life Playbook is for anyone who wants to have a fulfilling and joyful future. It's for all those who want to initiate change through self-empowerment and have the courage to think, act, and take advantage of their opportunities proactively. Whether you want to change your career, form healthier, stronger relationships, or plan the next stages of your life, this book will guide you to something better. Authors Michael Lewrick, Larry Leifer, and Jean-Paul Thommen are leading design thinking experts in the U.S., Europe, and Asia. Michael Lewrick, Ph.D., is a featured speaker and teaches design thinking at various universities. With Leifer, Lewrick co-authored the international bestseller The Design Thinking Playbook as well as The Design Thinking Toolbox. Stanford Professor Larry Leifer, Ph.D., is one of the most influential personalities and pioneers in design thinking. Professor Jean-Paul Thommen, Ph.D., from the University of Zurich, is an expert on leadership, organizational development, and

business ethics.

The first edition of "Extreme Programming Explained" is a classic. It won awards for its then-radical ideas for improving small-team development, such as having developers write automated tests for their own code and having the whole team plan weekly. Much has changed in five years. This completely rewritten second edition expands the scope of XP to teams of any size by suggesting a program of continuous improvement based on: five core values consistent with excellence in software development; eleven principles for putting those values into action; and, thirteen primary and eleven corollary practices to help you push development past its current business and technical limitations. Whether you have a small team that is already closely aligned with your customers or a large team in a gigantic or multinational organization, you will find in these pages a wealth of ideas to challenge, inspire, and encourage you and your team members to substantially improve your software development.

Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively Make informed decisions by identifying the strengths and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures This book constitutes the refereed proceedings of the 14th International Conference on Software Architecture, ECSA 2020, held in A'quila, Italy, in September 2020. In the Research Track, 12 full papers presented together with 5 short papers were carefully reviewed and selected from 103 submissions. They are organized in topical sections as follows: microservices; uncertainty, self-adaptive, and open systems; model-based approaches; performance and security engineering; architectural smells and source code analysis; education and training; experiences and learnings from industrial case studies; and architecting contemporary distributed systems. In the Industrial Track, 11 submissions were received and 6 were accepted to form part of these proceedings. In addition the book contains 3 keynote talks. Due to the Corona pandemic ECSA 2020 was held as an virtual event.

Good game design happens when you view your game from as many perspectives as possible. Written by one of the world's top game designers, The Art of Game Design presents 100+ sets of questions, or different lenses, for viewing a game's design, encompassing diverse fields such as psychology, architecture, music, visual design, film, software engineering, theme park design, mathematics, puzzle design, and anthropology. This Second Edition of a Game Developer Front Line Award winner: Describes the deepest and most fundamental principles of game design Demonstrates how tactics used in board, card, and athletic games also work in top-quality video games Contains valuable insight from Jesse Schell, the former chair of the International Game Developers Association and award-winning designer of Disney online games The Art of Game Design, Second Edition gives readers useful perspectives on how to make better game designs faster. It provides practical instruction on creating world-class games that will be played again and again.

This guide takes you through the steps to getting a great application developed for you by a software development agency. Software development agencies can get access to the latest tools and technologies from the Google Developer Agency program, to help them deliver high quality apps for their clients. Find out more about the program and download the PDF version of this guide here: https://goo.gl/4Qvg1c Please give us your feedback on this guide: https://goo.gl/UGMZns This guide is a companion to The Secrets to App Success on Google Play, which you can get here: https://goo.gl/A1WylT

A radical shift in perspective to transform your organization to become more innovative The Design Thinking Playbook is an actionable guide to the future of business. By stepping back and questioning the current mindset, the faults of the status quo stand out in stark relief—and this guide gives you the tools and frameworks you need to kick off a digital transformation. Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve wicked problems. It is equally applicable to (re-)design products, services, processes, business models, and ecosystems. It inspires radical innovation as a matter of course, and ignites capabilities beyond mere potential. Unmatched as a source of competitive advantage, Design Thinking is the driving force behind those who will lead industries through transformations and evolutions. This book describes how Design Thinking is applied across a variety of industries, enriched with other proven approaches as well as the necessary tools, and the knowledge to use them effectively. Packed with solutions for common challenges including digital transformation, this practical, highly visual discussion shows you how Design Thinking fits into agile methods within management, innovation, and startups. Explore the digitized future using new design criteria to create real value for the user Foster radical innovation through an inspiring framework for action Gather the right people to build highly-motivated teams Apply Design Thinking, Systems Thinking, Big Data Analytics, and Lean Start-up using new tools and a fresh new perspective Create

Minimum Viable Ecosystems (MVEs) for digital processes and services which becomes for example essential in building Blockchain applications Practical frameworks, real-world solutions, and radical innovation wrapped in a whole new outlook give you the power to mindfully lead to new heights. From systems and operations to people, projects, culture, digitalization, and beyond, this invaluable mind shift paves the way for organizations—and individuals—to do great things. When you're ready to give your organization a big step forward, The Design Thinking Playbook is your practical guide to a more innovative future.

Jeff Lawson, software developer turned CEO of Twilio, creates a new playbook for unleashing the full potential of software developers in any organization, showing how to help management utilize this coveted and valuable workforce to enable growth, solve a wide range of business problems and drive digital transformation. From banking and retail to insurance and finance, every industry is turning digital, and every company needs the best software to win the hearts and minds of customers. The landscape has shifted from the classic build vs. buy question, to one of build vs. die. Companies have to get this right to survive. But how do they make this transition? Software developers are sought after, highly paid, and desperately needed to compete in the modern, digital economy. Yet most companies treat them like digital factory workers without really understanding how to unleash their full potential. Lawson argues that developers are the creative workforce who can solve major business problems and create hit products for customers—not just grind through rote tasks. From Google and Amazon, to one-person online software companies—companies that bring software developers in as partners are winning. Lawson shows how leaders who build industry changing software products consistently do three things well. First, they understand why software developers matter more than ever. Second, they understand developers and know how to motivate them. And third, they invest in their developers' success. As a software developer and public company CEO, Lawson uses his unique position to bridge the language and tools executives use with the unique culture of high performing, creative software developers. Ask Your Developer is a toolkit to help business leaders, product managers, technical leaders, software developers, and executives achieve their common goal—building great digital products and experiences. How to compete in the digital economy? In short: Ask Your Developer.

The overwhelming majority of a software system's lifespan is spent in use, not in design or implementation. So, why does conventional wisdom insist that software engineers focus primarily on the design and development of large-scale computing systems? In this collection of essays and articles, key members of Google's Site Reliability Team explain how and why their commitment to the entire lifecycle has enabled the company to successfully build, deploy, monitor, and maintain some of the largest software systems in the world. You'll learn the principles and practices that enable Google engineers to make systems more scalable, reliable, and efficient—lessons directly applicable to your organization. This book is divided into four sections: Introduction—Learn what site reliability engineering is and why it differs from conventional IT industry practices Principles—Examine the patterns, behaviors, and areas of concern that influence the work of a site reliability engineer (SRE) Practices—Understand the theory and practice of an SRE's day-to-day work: building and operating large distributed computing systems Management—Explore Google's best practices for training, communication, and meetings that your organization can use

A unique resource to help software developers create a desirable user experience Today, top-flight software must feature a desirable user experience. This one-of-a-kind book creates a design process specifically for software, making it easy for developers who lack design background to create that compelling user experience. Appealing to both tech-savvy designers and creative-minded technologists, it establishes a hybrid discipline that will produce first-rate

software. Illustrated in full color, it shows how to plan and visualize the design to create software that works on every level. Today's software demands attention to the quality of the user experience; this book guides you through a practical design process to achieve that goal Approaches the mechanics of design with a process inspired by art and science Avoids the abstract and moves step by step through techniques you can put to use immediately Covers planning your design, tested methods, how to visualize like a designer, psychology of design, and how to create software that developers will appreciate Explores such elements as choosing the right typeface and managing interactivity Design for Software: A Playbook for Developers brings the art of good design together with the science of software development to create programs with pizazz.

Deliver High-Value, Streamlined Enterprise Applications and Systems with DevOps Enterprise IT has unique needs, capabilities, limitations, and challenges. DevOps is perfectly suited to deliver high-value applications and systems with velocity and agility, enabling innovation and speed while never sacrificing quality. But until now, most DevOps instruction has been focused on start-ups and born-on-the-web companies with an entirely different set of requirements. In The DevOps Adoption Playbook, IBM Distinguished Engineer Sanjeev Sharma shows you exactly how to adopt DevOps in the enterprise based on your organization's business goals, current state of IT maturity, and IT technologies and platforms. Derived from his own experience helping companies in a wide variety of industries to successfully adopt DevOps, it outlines how to get your organization on board, meet the challenges, and move into the fast lane. Like a sports playbook, this guide provides "plays" that can be executed for different scenarios and situations within your company. You will learn to create an individual game plan that factors in specifics of your business and get your team working together with a common goal. The DevOps Adoption Playbook shows you how to: Understand the elements and capabilities of DevOps Respond to the challenges of a multi-speed IT environment Identify the business goals that large enterprises can meet with DevOps Implement DevOps in large-scale enterprise IT environments Achieve high-value innovation and optimization with low cost and risk Exceed business goals with higher product release efficiency Apply DevOps across multiple technologies from mainframe, mobile, containers, microservices, to cloud technologies The Beginning Software Engineer's Playbook is a non-fictional guide/handbook for beginner and mid-level software engineers to navigate some of the often-overlooked parts of their career. This book contains habits, techniques, and mental frameworks to adopt and use in order to sustainably grow in their careers. It allows the reader to pull from my experiences, as I've faced many challenges dealing with giant code bases, navigating burnout and impostor syndrome, networking inside and outside of work for more opportunities, prioritizing physical and mental health during stressful sprints, and much, much more. What's really important to me is that this book empowers those who would like to enter the world of software engineering, are just now entering it, or are in the middle of their careers to benefit from my battle tested advice and mental frameworks. This is a practical playbook that you'll be able to revisit time and time again throughout your career in order to strategize on how to best tackle an issue or overcome an obstacle.

Achieve streamlined, rapid production with enterprise-level DevOps Awarded DevOps 2017 Book of the Year, The DevOps Adoption Playbook provides practical, actionable, real-world guidance on implementing DevOps at enterprise scale. Author Sanjeev Sharma heads the DevOps practice for IBM; in this book, he provides unique guidance and insight on implementing DevOps at large organizations. Most DevOps literature is aimed at startups, but enterprises have unique needs, capabilities, limitations, and challenges; "DevOps for startups" doesn't work at this scale, but the DevOps paradigm can revolutionize enterprise IT. Deliver high-value applications and systems with velocity and agility by adopting the necessary practices, automation tools, and organizational and cultural changes that lead to innovation

through rapid experimentation. Speed is an advantage in the face of competition, but it must never come at the expense of quality; DevOps allows your organization to keep both by intersecting development, quality assurance, and operations. Enterprise-level DevOps comes with its own set of challenges, but this book shows you just how easily they are overcome. With a slight shift in perspective, your organization can stay ahead of the competition while keeping costs, risks, and quality under control. Grasp the full extent of the DevOps impact on IT organizations Achieve high-value innovation and optimization with low cost and risk Exceed traditional business goals with higher product release efficiency Implement DevOps in large-scale enterprise IT environments DevOps has been one of IT's hottest trends for the past decade, and plenty of success stories testify to its effectiveness in organizations of any size, industry, or level of IT maturity, all around the world. The DevOps Adoption Playbook shows you how to get your organization on board so you can slip production into the fast lane and innovate your way to the top.

Design automation blueprints using Ansible's playbooks to orchestrate and manage your multi-tier infrastructure About This Book Get to grips with Ansible's features such as orchestration, automatic node discovery, and data encryption Create data-driven, modular and reusable automation code with Ansible roles, facts, variables, and templates A step-by-step approach to automating and managing system and application configurations effectively using Ansible's playbooks Who This Book Is For If you are a systems or automation engineer who intends to automate common infrastructure tasks, deploy applications, and use orchestration to configure systems in a co-ordinated manner, then this book is for you. Some understanding of the Linux/UNIX command line interface is expected. What You Will Learn Write simple tasks and plays Organize code into a reusable, modular structure Separate code from data using variables and Jinja2 templates Run custom commands and scripts using Ansible's command modules Control execution flow based on conditionals Integrate nodes and discover topology information about other nodes in the cluster Encrypt data with ansible-vault Create environments with isolated configurations to match application development workflow Orchestrate infrastructure and deploy applications in a coordinated manner In Detail Ansible combines configuration management, orchestration, and parallel command execution into a single tool. Its batteries-included approach and built-in module library makes it easy to integrate it with cloud platforms, databases, and notification services without requiring additional plugins. Playbooks in Ansible define the policies your systems under management enforce. They facilitate effective configuration management rather than running ad hoc scripts to deploy complex applications. This book will show you how to write a blueprint of your infrastructure encompassing multi-tier applications using Ansible's playbooks. Beginning with the basic concepts such as plays, tasks, handlers, inventory, and the YAML syntax that Ansible uses, you will see how to organize your code into a modular structure. Building on this, you will master techniques to create data-driven playbooks with variables, templates, logical constructs, and encrypted data. This book will also take you through advanced clustering concepts such as discovering topology information, managing multiple environments, and orchestration. By the end of this book, you will be able to design solutions to your automation and orchestration problems using playbooks quickly and efficiently. Style and approach This book follows a step-by-step approach, with the concepts explained in a conversational and easy-to-follow style. Each topic is explained sequentially in the process of creating a course. A comprehensive explanation of the basic and advanced features of Ansible playbooks is also included.

The essential roadmaps for enterprise cloud adoption As cloud technologies continue to challenge the fundamental understanding of how businesses work, smart companies are moving quickly to adapt to a changing set of rules. Adopting the cloud requires a clear roadmap backed by use cases, grounded in practical real-world experience, to show the routes

to successful adoption. The Cloud Adoption Playbook helps business and technology leaders in enterprise organizations sort through the options and make the best choices for accelerating cloud adoption and digital transformation. Written by a team of IBM technical executives with a wealth of real-world client experience, this book cuts through the hype, answers your questions, and helps you tailor your cloud adoption and digital transformation journey to the needs of your organization. This book will help you: Discover how the cloud can fulfill major business needs Adopt a standardized Cloud Adoption Framework and understand the key dimensions of cloud adoption and digital transformation Learn how cloud adoption impacts culture, architecture, security, and more Understand the roles of governance, methodology, and how the cloud impacts key players in your organization. Providing a collection of winning plays, championship advice, and real-world examples of successful adoption, this playbook is your ultimate resource for making the cloud work. There has never been a better time to adopt the cloud. Cloud solutions are more numerous and accessible than ever before, and evolving technology is making the cloud more reliable, more secure, and more necessary than ever before. Don't let your organization be left behind! The Cloud Adoption Playbook gives you the essential guidance you need to make the smart choices that reduce your organizational risk and accelerate your cloud adoption and digital transformation.

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice–to–have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Don't engineer by coincidence-design it like you mean it! Filled with practical techniques, Design It! is the perfect introduction to software architecture for programmers who are ready to grow their design skills. Lead your team as a software architect, ask the right stakeholders the right questions, explore design options, and help your team implement a system that promotes the right -ilities. Share your design decisions, facilitate collaborative design workshops that are fast, effective, and fun-and develop more awesome software! With dozens of design methods, examples, and practical know-how, Design It! shows you how to become a software architect. Walk through the core concepts every architect must know, discover how to apply them, and learn a variety of skills that will make you a better programmer, leader, and designer. Uncover the big ideas behind software architecture and gain confidence working on projects big and small. Plan, design, implement, and evaluate software architectures and collaborate with your team, stakeholders, and other architects. Identify the right stakeholders and understand their needs, dig for architecturally significant requirements, write amazing quality attribute scenarios, and make confident decisions. Choose technologies based on their architectural impact, facilitate architecture-centric design workshops, and evaluate architectures using lightweight, effective methods. Write lean architecture descriptions people love to read. Run an architecture design studio, implement the architecture you've designed, and grow your team's architectural knowledge. Good design requires good communication. Talk about your software architecture with stakeholders using whiteboards, documents, and code, and apply architecture-focused design methods in your day-to-day practice. Hands-on exercises, real-world scenarios,

and practical team-based decision-making tools will get everyone on board and give you the experience you need to become a confident software architect. Despite the wide acceptance of Lean approaches and customer-development strategies, many product teams still have difficulty putting these principles into meaningful action. That's where The Customer-Driven Playbook comes in. This practical guide provides a complete end-to-end process that will help you understand customers, identify their problems, conceptualize new ideas, and create fantastic products they'll love. To build successful products, you need to continually test your assumptions about your customers and the products you build. This book shows team leads, researchers, designers, and managers how to use the Hypothesis Progression Framework (HPF) to formulate, experiment with, and make sense of critical customer and product assumptions at every stage. With helpful tips, real-world examples, and complete guides, you'll quickly learn how to turn Lean theory into action. Collect and formulate your assumptions into hypotheses that can be tested to unlock meaningful insights Conduct experiments to create a continual cadence of learning Derive patterns and meaning from the feedback you've collected from customers Improve your confidence when making strategic business and product decisions Track the progression of your assumptions, hypotheses, early ideas, concepts, and product features with step-by-step playbooks Improve customer satisfaction by creating a consistent feedback loop

It's widely accepted that the increasing use of technology, such as TV and computers, has led to a reduction in physical activity. But in Physical Education Technology Playbook, authors Darla Castelli and Leah Holland Fiorentino show you how to use technology to increase physical activity. This book and free companion Web site come with detailed instructions and examples so you can easily incorporate the described technologies into your teaching. Physical Education Technology Playbook will help you learn to use technology to better understand and promote key concepts related to physical activity. The book will also help you meet the technology standards established by the International Society for Technology in Education, ensuring that you are prepared to use various technologies in your job.

Design for SoftwareA Playbook for DevelopersJohn Wiley & Sons

Design has become the key link between users and today's complex and rapidly evolving digital experiences, and designers are starting to be included in strategic conversations about the products and services that enterprises ultimately deliver. This has led to companies building in-house digital/experience design teams at unprecedented rates, but many of them don't understand how to get the most out of their investment. This practical guide provides guidelines for creating and leading design teams within your organization, and explores ways to use design as part of broader strategic planning. You'll discover: Why design's role has evolved in the digital age How to infuse design into every product and service experience The 12 qualities of effective design organizations How to structure

your design team through a Centralized Partnership Design team roles and evolution The process of recruiting and hiring designers How to manage your design team and promote professional growth

This book constitutes the refereed proceedings of the 10th International Symposium on Business Modeling and Software Design, BMSD 2020, which took place in Berlin, Germany, in July 2020. BMSD is a leading international forum that brings together researchers and practitioners interested in business modeling and its relation to software design. Particular areas of interest are: Business Processes and Enterprise Engineering; Business Models and Requirements; Business Models and Services; Business Models and Software; Information Systems Architectures and Paradigms; Data Aspects in Business Modeling and Software Development; Blockchain-Based Business Models and Information Systems; IoT and Implications for Enterprise Information Systems. The theme of BMSD 2020 was: Towards Knowledge-Driven Enterprise Information Systems.

THE WORKSHOP BOOK TEACHES YOU HOW TO RUN AN EFFECTIVE WORKSHOP - EFFORTLESSLY. Based on methods developed - and proven – in business, this highly visual and practical book will show readers how to design, lead and run effective workshops. The tools you need to design and lead successful workshops yourself Ways to enhance the collective intelligence of any team, keeping them focussed and engaged Tricks and tips for structuring time to generate maximum productivity in a limited session Advice on how to find inspiration and creativity to generate great ideas for any industry or brief Workshop fundamentals, so you can add your own flair

Is it accurate to say that you are attempting to get the hang of everything about Cricut Design Space, and you don't realize where to begin? Do you want to learn the tips and tricks to craft out your design in a complete guide with illustrations? If yes, then keep reading. Learning another pastime or aptitude can be scary from the start. I get it, now and then we don't realize where to begin because there's such a significant amount of data out there and it's merely overpowering. Cricut machines offer creativity you might never have experienced before. For many people who are interested in learning how to build projects that they love, a Cricut machine can be their new best friend. But what's so special about this machine? Why do people buy them? This bundle covers the following topics and several projects such as: Getting to Know Design Space Project Design Using Images in Design Space Advanced Tips and Tricks A Simple Birthday Card Welcome to Our Happy Home" Sign Personalized Paper Bookmark Wedding Invitations Easy Diy Throw Pillow What Can I Make with This? The short answer is anything, but some of the cooling design elements you can make include the following: Logos Designs for shirts and pillows Drawings Vinyl appliques Designs for faux leather .. And Much more The principle advantage of the Cricut Design Space is the capacity for clients to weld, or associate letters together to frame a single cutting. Gone are the times of sticking each letter each one in turn. Presently letters,

expressions, and shapes can be welded together before cutting, making it quicker and more straightforward than any time in recent memory to add cuttings to ventures. Another advantage of the Cricut Design Space is that the shapes and letters can be controlled widely before cutting. Throughout this bundle, you will find a variety of different Cricut projects. Some will be easy, and some will be more challenging. The selection is to get your creativity flowing and your mind reeling from all the different things your Cricut can do. You can do it all! The "world is your oyster!"

This book provides extensive information on the key technical design disciplines, education programs, international best practices and modes of delivery that are aimed at preparing a trans-disciplinary design workforce for the future. It also presents a comprehensive overview of the scope of, and state of the art in, design education. The book highlights signature design education programs from around the globe and across all levels, in both traditional and distance learning settings. Additionally, it discusses professional societies for designers and design educators, as well as the current standards for professional registration, and program accreditation. Reflecting recent advances and emerging trends, it offers a valuable handbook for design practitioners and managers, curriculum designers and program leaders alike. It will also be of interest to students and academics looking to develop a career related to the more technical aspects of design.

Imagine waking every morning filled with clarity and excitement around what you do, create, and contribute. You don't have to quit your job and move to a deserted island to find your life purpose. That's the promise of The Purpose Playbook. Alexandra Cole helps Fortune 500 brands better articulate and operate in alignment with their values. She now uses the same frameworks and principles to help individuals find fulfillment. Alexandra demystifies purpose by sharing relatable anecdotes, impactful exercises, and tactical advice on how to overcome common obstacles and take incremental steps to design your life around what matters most. This no-nonsense guide will teach you how to: * Identify and articulate your unique purpose * Spend your time more intentionally * Find career opportunities that allow you to make an impact and do what you love * Get inspired when you feel stuck or stagnant * Transform your money mindset to work for you instead of against you * Develop routines that will infuse your every day with more purpose When you stop settling, trust your intuition, and do the work, you will enjoy a more meaningful career, relationships, and lifestyle. It's time to stop living on autopilot and start living on purpose.

The projects tackled by the software development industry have grown in scale and complexity. Costs are increasing along with the number of developers. Power bills for distributed projects have reached the point where optimisations pay literal dividends. Over the last 10 years, a software development movement has gained traction, a movement founded in games development. The limited resources and complexity of the software and hardware needed to ship modern game titles demanded a different approach. Data-oriented design is inspired by high-performance computing techniques, database design, and functional programming values. It provides a practical

methodology that reduces complexity while improving performance of both your development team and your product. Understand the goal, understand the data, understand the hardware, develop the solution. This book presents foundations and principles helping to build a deeper understanding of data-oriented design. It provides instruction on the thought processes involved when considering data as the primary detail of any project.

The world of M&A has always been complex and nuanced. Corporations encounter their toughest business problems during a divestiture or a merger. At the same time, optimal execution of divestitures can also create high value for the seller as well as the buyer. This book is a collection of leading practices on Divestitures and covers end to end transaction life cycle from readiness through execution including post deal transformation. It contains the synthesis of experiences across a wide array of clients across industries, ranging from $500 million to $100 billion in revenue. Each chapter in this book can stand on its own as an authority on leading practices related to the topic it presents, and together, these chapters provide a comprehensive set of perspectives needed to successfully complete a divestiture. The highlight of the book is valuable real-life examples and references that a business can benefit from, when it is considering, analyzing or implementing a divestiture.

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think, choose, and act. In Emotional Design, cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday Things, Norman made the definitive case for human-centered design, showing that good design demanded that the user's must take precedence over a designer's aesthetic if anything, from light switches to airplanes, was going to work as the user needed. In this book, he takes his thinking several steps farther, showing that successful design must incorporate not just what users need, but must address our minds by attending to our visceral reactions, to our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn't just about making effective tools that are straightforward to use; it's about making affective tools that mesh well with our emotions and help us express our identities and support our social lives. From roller coasters to robots, sports cars to smart phones, attractive things work better. Whether designer or consumer, user or inventor, this book is the definitive guide to making Norman's insights work for you.

This book offers the small investor unique assistance that is not found in other publications offering investment advice. The small investor is, in effect, "competing" with professional money managers, who are often on the opposite side of a trade. If a stock is becoming cheaper because institutions (the mutual funds, hedge funds, etc.) are net sellers, should you, the individual, buy? The professionals have access to corporate managements, employ or have access to paid staffs of analysts, are trained to read a company's financial statements, and actively participate in company conference calls. In short, this is still an uneven playing field, even though SEC Regulation FD (for fair disclosure) has mandated the dissemination of material

information in a more equitable fashion. This book is comprised of three sections. Part One describes the major institutional investor groups and the deep resources at their disposal. Part Two illustrates the tools available to small investors that can create a more level playing field. Access to company-sponsored conference calls and web casts are examples that are open to individual, as well as professional investors, but many either are unaware of these tools or fail to avail themselves of these opportunities. The main section of the book is an outline of 24 key industry groups that comprise the S&P 500; the salient metrics and terms; the valuation methods that investors use; most common questions asked on conference calls; and what motivates pros to buy or sell the stocks. Why are some technology stocks often valued as a multiple of sales when most industries are measured by their price/earnings (P/E) multiple? What is the appropriate price/cash flow multiple for industries that are measured by that metric? Why do analysts scrutinize a retailer's same-store sales and the semiconductor industry's book-to-bill ratio? These are among the many issues that are crucial to successfully investing in individual stocks. Understanding how pros judge companies and value their stocks will enable people to make better investment decisions and, hopefully, realize greater returns on their stock portfolios. A good introduction to stock market investing, coming at the perfect time. 2014 will be a challenging year and readers of Mark Mandel's new book will be ready. —John Rubino, author of Clean Money: Picking Winners in the Green Tech Boom
This how-to resource provides leaders with a concrete framework for a strategic improvement plan, helping educators link the "principles" to "processes" of planning. Packed with key takeaways and additional resources, this book provides the concrete tools to design a strong strategy for improvement and enables educational leaders to think constructively about why we plan, what an effective strategic plan should contain, and how to create meaningful dialogue to support plan development, implementation, and monitoring for continuous improvement. The Strategy Playbook for Educational Leaders provides superintendents, central office staff, principals, and teacher leaders with the opportunity to reframe the process of their strategic planning and breathe new life into the activity.
For readers with a passion for technology ready for a road to employment that doesn't include an expensive four-year college degree, this informative title offers a comprehensive look at tech careers that can be pursued without a diploma. Covering such fields as graphic design, web development, and internet marketing, the text outlines the duties and responsibilities of each job and offers straightforward advice on pursuing a career through methods such as online courses, internships, and certification courses. Each chapter also offers the future prospects for each career, as well as a detailed list of resources.
Great things don't happen in a vacuum. But creating an environment for creative thinking and innovation can be a daunting challenge. How can you make it happen at your company? The answer may surprise you: gamestorming. This book includes more than 80 games to help you break down barriers, communicate better, and generate new ideas, insights, and strategies. The authors have identified tools and techniques from some of the world's most innovative professionals, whose teams collaborate and make great things happen. This book is the result: a unique collection of games that encourage engagement and creativity while bringing more structure and clarity to the

workplace. Find out why -- and how -- with Gamestorming. Overcome conflict and increase engagement with team-oriented games Improve collaboration and communication in cross-disciplinary teams with visual-thinking techniques Improve understanding by role-playing customer and user experiences Generate better ideas and more of them, faster than ever before Shorten meetings and make them more productive Simulate and explore complex systems, interactions, and dynamics Identify a problem's root cause, and find the paths that point toward a solution

Everything you know about the future is wrong. Presumptive Design: Design Provocations for Innovation is for people "inventing the future: future products, services, companies, strategies and policies. It introduces a design-research method that shortens time to insights from months to days. Presumptive Design is a fundamentally agile approach to identifying your audiences' key needs. Offering rapidly crafted artifacts, your teams collaborate with your customers to identify preferred and profitable elements of your desired outcome. Presumptive Design focuses on your users' problem space, informing your business strategy, your project's early stage definition, and your innovation pipeline. Comprising discussions of design theory with case studies and how-to's, the book offers business leadership, management and innovators the benefits of design thinking and user experience in the context of early stage problem definition. Presumptive Design is an advanced technique and quick to use: within days of reading this book, your research and design teams can apply the approach to capture a risk-reduced view of your future. Provides actionable approaches to inform strategy and problem definition through design thinking Offers a design-based research method to complement existing market, ethnographic and customer research methods Demonstrates a powerful technique for identifying disruptive innovation early in the innovation pipeline by putting customers first Presents each concept with case studies and exploration of risk factors involved including warnings for situations in which the technique can be misapplied

Enhance DevOps workflows by integrating the functionalities of Docker, Kubernetes, Spinnaker, Ansible, Terraform, Flux CD, CaaS, and more with the help of practical examples and expert tips Key Features Get up and running with containerization-as-a-service and infrastructure automation in the public cloud Learn container security techniques and secret management with Cloud KMS, Anchore Grype, and Grafeas Kritis Leverage the combination of DevOps, GitOps, and automation to continuously ship a package of software Book Description Containers have entirely changed how developers and end-users see applications as a whole. With this book, you'll learn all about containers, their architecture and benefits, and how to implement them within your development lifecycle. You'll discover how you can transition from the traditional world of virtual machines and adopt modern ways of using DevOps to ship a package of software continuously. Starting with a quick refresher on the core concepts of containers, you'll move on to study the architectural concepts to implement modern ways of application development. You'll cover topics around Docker,

Kubernetes, Ansible, Terraform, Packer, and other similar tools that will help you to build a base. As you advance, the book covers the core elements of cloud integration (AWS ECS, GKE, and other CaaS services), continuous integration, and continuous delivery (GitHub actions, Jenkins, and Spinnaker) to help you understand the essence of container management and delivery. The later sections of the book will take you through container pipeline security and GitOps (Flux CD and Terraform). By the end of this DevOps book, you'll have learned best practices for automating your development lifecycle and making the most of containers, infrastructure automation, and CaaS, and be ready to develop applications using modern tools and techniques. What you will learn Become well-versed with AWS ECS, Google Cloud Run, and Knative Discover how to build and manage secure Docker images efficiently Understand continuous integration with Jenkins on Kubernetes and GitHub actions Get to grips with using Spinnaker for continuous deployment/delivery Manage immutable infrastructure on the cloud with Packer, Terraform, and Ansible Explore the world of GitOps with GitHub actions, Terraform, and Flux CD Who this book is for If you are a software engineer, system administrator, or operations engineer looking to step into the world of DevOps within public cloud platforms, this book is for you. Existing DevOps engineers will also find this book useful as it covers best practices, tips, and tricks to implement DevOps with a cloud-native mindset. Although no containerization experience is necessary, a basic understanding of the software development life cycle and delivery will help you get the most out of the book. The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant,

he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

An entertaining and highly original introduction to graphic design, this beautifully designed book uses puzzles and visual challenges to demonstrate how typography, signage, posters, and branding work. Through a series of games and activities, including spot the difference, matching games, drawing, and dot-to-dot, readers are introduced to concepts and techniques in an engaging and interactive way. Further explanation and information is provided by solution pages and a glossary, and a loose-leaf section contains stickers, die-cut templates, and colored paper to help readers complete the activities. Illustrated with typefaces, posters, and pictograms by distinguished designers including Otl Aicher, Pierre Di Sciullo, Otto Neurath and Gerd Arntz, the book will be enjoyed both by graphic designers, and anyone interested in finding out more about visual communication.

Build a Modern L&D Team Organizations are facing an era of rapid acceleration. As new technology and digital strategies are integrated, workers at all levels will be required to build capability much faster than before, navigating more complex systems and processes. Yet, learning and development (L&D) has lagged in this area, as too many L&D functions still focus on transactional interactions across a broad and complex portfolio while starved for resources. In L&D's Playbook for the Digital Age, Brandon Carson makes the case that it's time to reorient L&D, take a more proactive role in enabling the workforce, and create a new framework for developing skills and capabilities. L&D leaders must realize theirs is one of the most critical business functions and must be appropriately funded and resourced to realize the performance gains that are crucial to the business. L&D cannot be caught standing still and, in fact, needs a new playbook to navigate the radical and complex transformation the digital age is demanding. Stemming from the sports world, a playbook ensures the players know their roles, connect as a team, and understand the winning strategy and how to execute the game plan. For L&D, a playbook can help build alignment across the team and with stakeholders by being flexible as business needs change. Carson walks you through the steps to formulate how a new playbook could help the alignment of your L&D function—whether it's restructuring, new skilling, or rescoping. He asks readers to speak the language of business instead of the language of learning. For example, does your workforce repair aircraft or do they enable safe flight? In other words, can you be the visionary your organization requires?

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