

The Mythical Man Month And Other Essays On Software Engineering

Pinocchio, The Tale of a Puppet follows the adventures of a talking wooden puppet whose nose grew longer whenever he told a lie and who wanted more than anything else to become a real boy. As carpenter Master Antonio begins to carve a block of pinewood into a leg for his table the log shouts out, "Don't strike me too hard!" Frightened by the talking log, Master Cherry does not know what to do until his neighbor Geppetto drops by looking for a piece of wood to build a marionette. Antonio gives the block to Geppetto. And thus begins the life of Pinocchio, the puppet that turns into a boy. Pinocchio, The Tale of a Puppet is a novel for children by Carlo Collodi is about the mischievous adventures of Pinocchio, an animated marionette, and his poor father and woodcarver Geppetto. It is considered a classic of children's literature and has spawned many derivative works of art. But this is not the story we've seen in film but the original version full of harrowing adventures faced by Pinocchio. It includes 40 illustrations. You need to get value from your software project. You need it "free, now, and perfect." We can't get you there, but we can help you get to "cheaper, sooner, and better." This book leads you from the desire for value down to the specific activities that help good Agile projects deliver better software sooner, and at a lower cost. Using simple sketches and a few words, the author invites you to follow his path of learning and understanding from a half century of software development and from his engagement with Agile methods from their very beginning. The book describes software development, starting from our natural desire to get something of value. Each topic is described with a picture and a few paragraphs. You're invited to think about each topic; to take it in. You'll think about how each step into the process leads to the next. You'll begin to see why Agile methods ask for what they do, and you'll learn why a shallow implementation of Agile can lead to only limited improvement. This is not a detailed map, nor a step-by-step set of instructions for building the perfect project. There is no map or instructions that will do that for you. You need to build your own project, making it a bit more perfect every day. To do that effectively, you need to build up an understanding of the whole process. This book points out the milestones on your journey of understanding the nature of software development done well. It takes you to a location, describes it briefly, and leaves you to explore and fill in your own understanding. What You Need: You'll need your Standard Issue Brain, a bit of curiosity, and a desire to build your own understanding rather than have someone else's detailed ideas poured into your head.

Few books on software project management have been as influential and timeless as The Mythical Man-Month. With a blend of software engineering facts and thought-provoking opinions, Fred Brooks offers insight for anyone managing complex projects. These essays draw from his experience as project manager for the IBM System/360 computer family and then for OS/360, its massive software system. Now, 20 years after the initial publication of his book, Brooks has revisited his original ideas and added new thoughts and advice, both for readers already familiar with his work and for readers discovering it for the first time. The added chapters contain (1) a crisp condensation of all the propositions asserted in the original book, including Brooks' central argument in The Mythical Man-Month: that large programming projects suffer management problems different from small ones due to the

division of labor; that the conceptual integrity of the product is therefore critical; and that it is difficult but possible to achieve this unity; (2) Brooks' view of these propositions a generation later; (3) a reprint of his classic 1986 paper "No Silver Bullet"; and (4) today's thoughts on the 1986 assertion, "There will be no silver bullet within ten years."

Making Sense of Design Effective design is at the heart of everything from software development to engineering to architecture. But what do we really know about the design process? What leads to effective, elegant designs? The Design of Design addresses these questions. These new essays by Fred Brooks contain extraordinary insights for designers in every discipline. Brooks pinpoints constants inherent in all design projects and uncovers processes and patterns likely to lead to excellence. Drawing on conversations with dozens of exceptional designers, as well as his own experiences in several design domains, Brooks observes that bold design decisions lead to better outcomes. The author tracks the evolution of the design process, treats collaborative and distributed design, and illuminates what makes a truly great designer. He examines the nuts and bolts of design processes, including budget constraints of many kinds, aesthetics, design empiricism, and tools, and grounds this discussion in his own real-world examples—case studies ranging from home construction to IBM's Operating System/360. Throughout, Brooks reveals keys to success that every designer, design project manager, and design researcher should know.

A single dramatic software failure can cost a company millions of dollars - but can be avoided with simple changes to design and architecture. This new edition of the best-selling industry standard shows you how to create systems that run longer, with fewer failures, and recover better when bad things happen. New coverage includes DevOps, microservices, and cloud-native architecture. Stability antipatterns have grown to include systemic problems in large-scale systems. This is a must-have pragmatic guide to engineering for production systems. If you're a software developer, and you don't want to get alerts every night for the rest of your life, help is here. With a combination of case studies about huge losses - lost revenue, lost reputation, lost time, lost opportunity - and practical, down-to-earth advice that was all gained through painful experience, this book helps you avoid the pitfalls that cost companies millions of dollars in downtime and reputation. Eighty percent of project life-cycle cost is in production, yet few books address this topic. This updated edition deals with the production of today's systems - larger, more complex, and heavily virtualized - and includes information on chaos engineering, the discipline of applying randomness and deliberate stress to reveal systematic problems. Build systems that survive the real world, avoid downtime, implement zero-downtime upgrades and continuous delivery, and make cloud-native applications resilient. Examine ways to architect, design, and build software - particularly distributed systems - that stands up to the typhoon winds of a flash mob, a Slashdotting, or a link on Reddit. Take a hard look at software that failed the test and find ways to make sure your software survives. To skip the pain and get the experience...get this book.

Corporate and commercial software-development teams all want solutions for one important problem—how to get their high-pressure development schedules under control. In RAPID DEVELOPMENT, author Steve McConnell addresses that concern head-on with overall strategies, specific best practices, and valuable tips that help shrink and control development schedules and keep

projects moving. Inside, you'll find: A rapid-development strategy that can be applied to any project and the best practices to make that strategy work Candid discussions of great and not-so-great rapid-development practices—estimation, prototyping, forced overtime, motivation, teamwork, rapid-development languages, risk management, and many others A list of classic mistakes to avoid for rapid-development projects, including creeping requirements, shortchanged quality, and silver-bullet syndrome Case studies that vividly illustrate what can go wrong, what can go right, and how to tell which direction your project is going RAPID DEVELOPMENT is the real-world guide to more efficient applications development.

The Mythical Man-Month Essays on Software Engineering, Anniversary Edition Pearson Education

Methods for managing complex software construction following the practices, principles and patterns of Domain-Driven Design with code examples in C# This book presents the philosophy of Domain-Driven Design (DDD) in a down-to-earth and practical manner for experienced developers building applications for complex domains. A focus is placed on the principles and practices of decomposing a complex problem space as well as the implementation patterns and best practices for shaping a maintainable solution space. You will learn how to build effective domain models through the use of tactical patterns and how to retain their integrity by applying the strategic patterns of DDD. Full end-to-end coding examples demonstrate techniques for integrating a decomposed and distributed solution space while coding best practices and patterns advise you on how to architect applications for maintenance and scale. Offers a thorough introduction to the philosophy of DDD for professional developers Includes masses of code and examples of concept in action that other books have only covered theoretically Covers the patterns of CQRS, Messaging, REST, Event Sourcing and Event-Driven Architectures Also ideal for Java developers who want to better understand the implementation of DDD

The practice of building software is a “new kid on the block” technology. Though it may not seem this way for those who have been in the field for most of their careers, in the overall scheme of professions, software builders are relative “newbies.” In the short history of the software field, a lot of facts have been identified, and a lot of fallacies promulgated. Those facts and fallacies are what this book is about. There's a problem with those facts—and, as you might imagine, those fallacies. Many of these fundamentally important facts are learned by a software engineer, but over the short lifespan of the software field, all too many of them have been forgotten. While reading Facts and Fallacies of Software Engineering , you may experience moments of “Oh, yes, I had forgotten that,” alongside some “Is that really true?” thoughts. The author of this book doesn't shy away from controversy. In fact, each of the facts and fallacies is accompanied by a discussion of whatever controversy envelops it. You may find yourself agreeing with a lot of the facts and fallacies, yet emotionally disturbed by a few of them! Whether you agree or disagree, you will learn why the author has been called “the premier curmudgeon of software practice.” These facts and fallacies are fundamental to the software building field—forget or neglect them at your peril!

Peter Seibel interviews 15 of the most interesting computer programmers alive today in Coders at Work, offering a companion volume to Apress's highly acclaimed best-seller Founders at Work by Jessica Livingston. As the words “at work” suggest, Peter

Seibel focuses on how his interviewees tackle the day-to-day work of programming, while revealing much more, like how they became great programmers, how they recognize programming talent in others, and what kinds of problems they find most interesting. Hundreds of people have suggested names of programmers to interview on the Coders at Work web site: www.codersatwork.com. The complete list was 284 names. Having digested everyone's feedback, we selected 15 folks who've been kind enough to agree to be interviewed: Frances Allen: Pioneer in optimizing compilers, first woman to win the Turing Award (2006) and first female IBM fellow Joe Armstrong: Inventor of Erlang Joshua Bloch: Author of the Java collections framework, now at Google Bernie Cosell: One of the main software guys behind the original ARPANET IMPs and a master debugger Douglas Crockford: JSON founder, JavaScript architect at Yahoo! L. Peter Deutsch: Author of Ghostscript, implementer of Smalltalk-80 at Xerox PARC and Lisp 1.5 on PDP-1 Brendan Eich: Inventor of JavaScript, CTO of the Mozilla Corporation Brad Fitzpatrick: Writer of LiveJournal, OpenID, memcached, and Perlbal Dan Ingalls: Smalltalk implementor and designer Simon Peyton Jones: Coinventor of Haskell and lead designer of Glasgow Haskell Compiler Donald Knuth: Author of The Art of Computer Programming and creator of TeX Peter Norvig: Director of Research at Google and author of the standard text on AI Guy Steele: Coinventor of Scheme and part of the Common Lisp Gang of Five, currently working on Fortress Ken Thompson: Inventor of UNIX Jamie Zawinski: Author of XEmacs and early Netscape/Mozilla hacker

Essential Information about Algorithms and Data Structures A Classic Reference The latest version of Sedgewick, s best-selling series, reflecting an indispensable body of knowledge developed over the past several decades. Broad Coverage Full treatment of data structures and algorithms for sorting, searching, graph processing, and string processing, including fifty algorithms every programmer should know. See

An investigation into the nature of God and creativity from the author of the Lord Peter Wimsey Mysteries, with an introduction by Madeleine L'Engle. From the first pages of Genesis, it is clear that God and man share one vital trait: the ability to create great works out of nothing. More than any other group, artists feel impelled to create, and this urge brings them closer to God. By contemplating the creative drive of humanity, we can better understand the works of God, and by reading deeply into the tenets of Christianity, we can better understand the creative spirit of man. Dorothy L. Sayers explores the concept of the Holy Trinity within the context of invention: the creative idea, the creative energy, and the creative power. In this searching, wide-ranging treatise, one of the greatest minds of the twentieth century shows us what it means to be an artist—and what it takes to make humankind. The #1 guide to using Visual Studio 2010 in team development: insider coverage of this huge release, from the leader of the VSTS team * *Focuses on succeeding with new VS 2010 ALM products in real-world environments, with exclusive 'Lessons Learned at Microsoft'. *Thoroughly covers VS 2010's massive new capabilities for team development. *Contains extensive new coverage of implementing Scrum and related practices. *Covers the entire lifecycle: requirements, architecture, construction, build, test, and more This is the most practical, valuable guide for every member of the software team who intends to run or participate in software projects using Microsoft's Visual Studio 2010. Written by a top Microsoft Visual Studio development team leader and a leading

Visual Studio implementation consultant, it focuses on the real challenges development organizations face. The authors identify powerful lessons and best practices learned at Microsoft, and cover the entire development lifecycle, from requirements gathering through testing and beyond. This edition adds extensive coverage of VS 2010's extensive new team features, as well as new coverage of using VS 2010 to actively support teams that practice Scrum. Throughout, the authors focus on showing how to use VS 2010 to reduce waste, increase transparency, and accelerate the flow of value to the end customer. Coverage includes: *

- *Requirements: vision, user stories, use cases, storyboards, satisfiers/dissatisfiers, and more
- *Running the project: self-managing teams, metrics, sprints, and dashboards
- *'Value-up' views of software architecture, construction, and testing.
- *Build and lab: check-in, team build, continuous integration, build verification tests, reporting, deployment, and lab automation/virtualization.

- *Troubleshooting the project: overcoming issues ranging from scope creep to build failures

“Mantle and Lichty have assembled a guide that will help you hire, motivate, and mentor a software development team that functions at the highest level. Their rules of thumb and coaching advice are great blueprints for new and experienced software engineering managers alike.” —Tom Conrad, CTO, Pandora “I wish I’d had this material available years ago. I see lots and lots of ‘meat’ in here that I’ll use over and over again as I try to become a better manager. The writing style is right on, and I love the personal anecdotes.” —Steve Johnson, VP, Custom Solutions, DigitalFish

All too often, software development is deemed unmanageable. The news is filled with stories of projects that have run catastrophically over schedule and budget. Although adding some formal discipline to the development process has improved the situation, it has by no means solved the problem. How can it be, with so much time and money spent to get software development under control, that it remains so unmanageable? In *Managing the Unmanageable: Rules, Tools, and Insights for Managing Software People and Teams*, Mickey W. Mantle and Ron Lichty answer that persistent question with a simple observation: You first must make programmers and software teams manageable. That is, you need to begin by understanding your people—how to hire them, motivate them, and lead them to develop and deliver great products. Drawing on their combined seventy years of software development and management experience, and highlighting the insights and wisdom of other successful managers, Mantle and Lichty provide the guidance you need to manage people and teams in order to deliver software successfully. Whether you are new to software management, or have already been working in that role, you will appreciate the real-world knowledge and practical tools packed into this guide.

'Ulysses' is a novel by Irish writer James Joyce. It was first serialised in parts in the American journal 'The Little Review' from March 1918 to December 1920, and then published in its entirety by Sylvia Beach in February 1922, in Paris. 'Ulysses' has survived bowdlerization, legal action and bitter controversy. Capturing a single day in the life of Dubliner Leopold Bloom, his friends Buck Mulligan and Stephen Dedalus, his wife Molly, and a scintillating cast of supporting characters, Joyce pushes Celtic lyricism and vulgarity to splendid extremes. An undisputed modernist classic, its ceaseless verbal inventiveness and astonishingly wide-ranging allusions confirm its standing as an imperishable monument to the human condition. It takes readers into the inner realms of human consciousness using the interior monologue style that came to be called stream of consciousness. In addition to

this psychological characteristic, it gives a realistic portrait of the life of ordinary people living in Dublin, Ireland, on June 16, 1904. The novel was the subject of a famous obscenity trial in 1933, but was found by a U.S. district court in New York to be a work of art. The furor over the novel made Joyce a celebrity. In the long run, the work placed him at the forefront of the modern period of the early 1900s when literary works, primarily in the first two decades, explored interior lives and subjective reality in a new idiom, attempting to probe the human psyche in order to understand the human condition. This richly-allusive novel, revolutionary in its modernistic experimentalism, was hailed as a work of genius by W.B. Yeats, T.S. Eliot and Ernest Hemingway. Scandalously frank, wittily erudite, mercurially eloquent, resourcefully comic and generously humane, 'Ulysses' offers the reader a life-changing experience. Publisher : General Press

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design. A guide to XP leads the developer, project manager, and team leader through the software development planning process, offering real world examples and tips for reacting to changing environments quickly and efficiently.

#1 NEW YORK TIMES BESTSELLER From the YouTube superstars and creators of Good Mythical Morning comes the ultimate guide to living a “Mythical” life, featuring stories and photos from their lifelong friendship, as well as awesomely illustrated guides, charts, and activities aimed at laughing more, learning more, and never taking yourself too seriously. Thanks for reading this description. You’re obviously a curious person, which means you’ve already taken your first step towards achieving Mythicality. Lucky for you, opening this book is even more rewarding than reading about it online. Within its pages, you'll discover twenty ways to fill your life with curiosity, creativity, and tomfoolery, including Eat Something That Scares You, Make a Bold Hair Choice, Say “I Love You” Like It’s Never Been Said, and more. Along the way, you’ll also find:

- Embarrassing stories and photos we'll probably regret sharing
- Character Building: The Board Game
- An important message from the year 2075
- A quiz to help you determine if you should get a dog
- A eulogy you can read at any funeral
- Grownup merit badges to earn
- Contributions from Mythical Beasts, and much more

If you decide to read this book, be warned—there is a high likelihood of increased Mythicality in your life, which means you may soon find yourself laughing more, learning more, and not taking yourself too seriously. This mentality has been known to spread easily to friends and loved ones.

A noted journalist chronicles three years in the lives of a team of maverick software developers, led by Lotus 1-2-3 creator Mitch Kapor, intent on creating a revolutionary personal information manager to challenge Microsoft Outlook. Reprint. 30,000 first printing.

Most software project problems are sociological, not technological. Peopleware is a book on managing software projects. Provides a variety of ideas, techniques, and strategies for effective software development.

More and more Agile projects are seeking architectural roots as they struggle with complexity and scale - and they're seeking lightweight ways to do it Still seeking? In this book the authors help you to find your own path Taking cues from Lean development, they can help steer your project toward practices with longstanding track records Up-front architecture? Sure. You can deliver an architecture as code that compiles and that concretely guides development without bogging it down in a mass of documents and guesses about the implementation Documentation? Even a whiteboard diagram, or a CRC card, is documentation: the goal isn't to avoid documentation, but to document just the right things in just the right amount Process? This all works within the frameworks of Scrum, XP, and other Agile approaches

In this remarkable book on computer design, long-known in the field and widely used in manuscript form, Gerrit A. Blaauw and Frederick P. Brooks, Jr. provide a definitive guide and reference for practicing computer architects and for students. The book complements Brooks' recently updated classic, *The Mythical Man-Month*, focusing here on the design of hardware and there on software, here on the content of computer architecture and there on the process of architecture design. The book's focus on architecture issues complements Blaauw's early work on implementation techniques. Having experienced most of the computer age, the authors draw heavily on their first-hand knowledge, emphasizing timeless insights and observations. Blaauw and Brooks first develop a conceptual framework for understanding computer architecture. They then describe not only what present architectural practice is, but how it came to be so. A major theme is the early divergence and the later reconvergence of computer architectures. They examine both innovations that survived and became part of the standard computer, and the many ideas that were explored in real machines but did not survive. In describing the discards, they also address why these ideas did not make it. The authors' goals are to analyze and systematize familiar design alternatives, and to introduce you to unfamiliar ones. They illuminate their discussion with detailed executable descriptions of both early and more recent computers. The designer's most important study, they argue, is other people's designs. This book's computer zoo will give you a unique resource for precise information about 30 important machines. Armed with the factors pro and con on the various known solutions to design problems, you will be better able to determine the most fruitful architectural course for your own design.

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Provides information on successful software development, covering such topics as customer requirements, task estimates, principles of good design, dealing with source code, system testing, and handling bugs.

“One of the most significant books in my life.” –Obie Fernandez, Author, *The Rails Way* “Twenty years ago, the first edition of *The Pragmatic Programmer* completely changed the trajectory of my career. This new edition could do the same for yours.” –Mike Cohn, Author of

Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied “. . . filled with practical advice, both technical and professional, that will serve you and your projects well for years to come.” –Andrea Goulet, CEO, Corgibytes, Founder, LegacyCode.Rocks “. . . lightning does strike twice, and this book is proof.” –VM (Vicky) Brasseur, Director of Open Source Strategy, Juniper Networks The Pragmatic Programmer is one of those rare tech books you'll read, re-read, and read again over the years. Whether you're new to the field or an experienced practitioner, you'll come away with fresh insights each and every time. Dave Thomas and Andy Hunt wrote the first edition of this influential book in 1999 to help their clients create better software and rediscover the joy of coding. These lessons have helped a generation of programmers examine the very essence of software development, independent of any particular language, framework, or methodology, and the Pragmatic philosophy has spawned hundreds of books, screencasts, and audio books, as well as thousands of careers and success stories. Now, twenty years later, this new edition re-examines what it means to be a modern programmer. Topics range from personal responsibility and career development to architectural techniques for keeping your code flexible and easy to adapt and reuse. Read this book, and you'll learn how to: Fight software rot Learn continuously Avoid the trap of duplicating knowledge Write flexible, dynamic, and adaptable code Harness the power of basic tools Avoid programming by coincidence Learn real requirements Solve the underlying problems of concurrent code Guard against security vulnerabilities Build teams of Pragmatic Programmers Take responsibility for your work and career Test ruthlessly and effectively, including property-based testing Implement the Pragmatic Starter Kit Delight your users Written as a series of self-contained sections and filled with classic and fresh anecdotes, thoughtful examples, and interesting analogies, The Pragmatic Programmer illustrates the best approaches and major pitfalls of many different aspects of software development. Whether you're a new coder, an experienced programmer, or a manager responsible for software projects, use these lessons daily, and you'll quickly see improvements in personal productivity, accuracy, and job satisfaction. You'll learn skills and develop habits and attitudes that form the foundation for long-term success in your career. You'll become a Pragmatic Programmer. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

Project managers, technical leads, and Windows programmers throughout the industry share an important concern--how to get their development schedules under control. Rapid Development addresses that concern head-on with philosophy, techniques, and tools that help shrink and control development schedules and keep projects moving. The style is friendly and conversational--and the content is impressive. Algorithms play an important role in both the science and practice of computing. To optimally use algorithms, a deeper understanding of their logic and mathematics is essential. Beyond traditional computing, the ability to apply these algorithms to solve real-world problems is a necessary skill, and this is what this book focuses on.

Widely considered one of the best practical guides to programming, Steve McConnell's original CODE COMPLETE has been helping developers write better software for more than a decade. Now this classic book has been fully updated and revised with leading-edge practices—and hundreds of new code samples—illustrating the art and science of software construction. Capturing the body of knowledge available from research, academia, and everyday commercial practice, McConnell synthesizes the most effective techniques and must-know principles into clear, pragmatic guidance. No matter what your experience level, development environment, or project size, this book will inform and stimulate your thinking—and help you build the highest quality code. Discover the timeless techniques and strategies that help you: Design for minimum complexity and maximum creativity Reap the benefits of collaborative development Apply defensive programming techniques to reduce and flush out errors Exploit opportunities to refactor—or evolve—code, and do it safely Use construction practices that are

right-weight for your project
Debug problems quickly and effectively
Resolve critical construction issues early and correctly
Build quality into the beginning, middle, and end of your project

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Peopled by larger-than-life heroes and villains, charged with towering questions of good and evil, Atlas Shrugged is Ayn Rand's magnum opus: a philosophical revolution told in the form of an action thriller—nominated as one of America's best-loved novels by PBS's The Great American Read. Who is John Galt? When he says that he will stop the motor of the world, is he a destroyer or a liberator? Why does he have to fight his battles not against his enemies but against those who need him most? Why does he fight his hardest battle against the woman he loves? You will know the answer to these questions when you discover the reason behind the baffling events that play havoc with the lives of the amazing men and women in this book. You will discover why a productive genius becomes a worthless playboy...why a great steel industrialist is working for his own destruction...why a composer gives up his career on the night of his triumph...why a beautiful woman who runs a transcontinental railroad falls in love with the man she has sworn to kill. Atlas Shrugged, a modern classic and Rand's most extensive statement of Objectivism—her groundbreaking philosophy—offers the reader the spectacle of human greatness, depicted with all the poetry and power of one of the twentieth century's leading artists.

This practical handbook on software project success and survival explains how to confront five important issues involved in all software projects--people, politics, process, project management, and tools.

Thinking Forth applies a philosophy of problem solving and programming style to the unique programming language Forth. Published first in 1984, it could be among the timeless classics of computer books, such as Fred Brooks' The Mythical Man-Month and Donald Knuth's The Art of Computer Programming. Many software engineering principles discussed here have been rediscovered in eXtreme Programming, including (re)factoring, modularity, bottom-up and incremental design. Here you'll find all of those and more, such as the value of analysis and design, described in Leo Brodie's down-to-earth, humorous style, with illustrations, code examples, practical real life applications, illustrative cartoons, and interviews with Forth's inventor, Charles H. Moore as well as other Forth thinkers.

On software project management

The orderly Sweet-Williams are dismayed at their son's fondness for the messy pastime of gardening.

Many claims are made about how certain tools, technologies, and practices improve software development. But which claims are verifiable, and which are merely wishful thinking? In this book, leading thinkers such as Steve McConnell, Barry Boehm, and Barbara Kitchenham offer essays that uncover the truth and unmask myths commonly held among the software development community. Their insights may surprise you. Are some programmers really ten times more productive than others? Does writing

tests first help you develop better code faster? Can code metrics predict the number of bugs in a piece of software? Do design patterns actually make better software? What effect does personality have on pair programming? What matters more: how far apart people are geographically, or how far apart they are in the org chart? Contributors include: Jorge Aranda Tom Ball Victor R. Basili Andrew Begel Christian Bird Barry Boehm Marcelo Cataldo Steven Clarke Jason Cohen Robert DeLine Madeline Diep Hakan Erdogmus Michael Godfrey Mark Guzdial Jo E. Hannay Ahmed E. Hassan Israel Herraiz Kim Sebastian Herzig Cory Kapsner Barbara Kitchenham Andrew Ko Lucas Layman Steve McConnell Tim Menzies Gail Murphy Nachi Nagappan Thomas J. Ostrand Dewayne Perry Marian Petre Lutz Prechelt Rahul Premraj Forrest Shull Beth Simon Diomidis Spinellis Neil Thomas Walter Tichy Burak Turhan Elaine J. Weyuker Michele A. Whitecraft Laurie Williams Wendy M. Williams Andreas Zeller Thomas Zimmermann

Learn the Raspberry Pi 3 from the experts! Raspberry Pi User Guide, 4th Edition is the "unofficial official" guide to everything Raspberry Pi 3. Written by the Pi's creator and a leading Pi guru, this book goes straight to the source to bring you the ultimate Raspberry Pi 3 manual. This new fourth edition has been updated to cover the Raspberry Pi 3 board and software, with detailed discussion on its wide array of configurations, languages, and applications. You'll learn how to take full advantage of the mighty Pi's full capabilities, and then expand those capabilities even more with add-on technologies. You'll write productivity and multimedia programs, and learn flexible programming languages that allow you to shape your Raspberry Pi into whatever you want it to be. If you're ready to jump right in, this book gets you started with clear, step-by-step instruction from software installation to system customization. The Raspberry Pi's tremendous popularity has spawned an entire industry of add-ons, parts, hacks, ideas, and inventions. The movement is growing, and pushing the boundaries of possibility along with it—are you ready to be a part of it? This book is your ideal companion for claiming your piece of the Pi. Get all set up with software, and connect to other devices Understand Linux System Admin nomenclature and conventions Write your own programs using Python and Scratch Extend the Pi's capabilities with add-ons like Wi-Fi dongles, a touch screen, and more The credit-card sized Raspberry Pi has become a global phenomenon. Created by the Raspberry Pi Foundation to get kids interested in programming, this tiny computer kick-started a movement of tinkerers, thinkers, experimenters, and inventors. Where will your Raspberry Pi 3 take you? The Raspberry Pi User Guide, 3rd Edition is your ultimate roadmap to discovery.

What makes someone covet a Kelly bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some people pay a relative fortune for Renova toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern

and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

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