

The Mythical Man Month And Other Essays On Software Engineering

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.

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

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

Most software project problems are sociological, not technological. *Peopleware* is a book on managing software projects.

The Essence of Software

And Other Essays on Software Engineering

Software Project Survival Guide

Rules, Tools, and Insights for Managing Software People and Teams

Computer Architecture

Lean Architecture

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. 0201105578B04062001

* Allen Holub is a highly regarded instructor for the University of California, Berkeley, Extension. He has taught since 1982 on various topics, including Object-Oriented Analysis and Design, Java, C++, C. Holub will use this book in his Berkeley Extension classes. * Holub is a regular presenter at the Software Development conferences and is Contributing Editor for the online magazine *JavaWorld*, for whom he writes the *Java Toolbox*. He also wrote the *OO Design Process* column for *IBM DeveloperWorks*. * This book is not time-sensitive. It is an extremely well-thought out approach to learning design patterns, with Java as the example platform, but the concepts presented are not limited to just Java programmers. This is a complement to the Addison-Wesley seminal "Design Patterns" book by the "Gang of Four".

Joel, Apress, Blogs, and Blooks ...I was learning the hard way about how to be a publisher and probably spending way too much time looking at web sites and programming than I should have in response to that. Anyway, one day I came across this web site called www.joelonsoftware.com, which was run by a guy with strong opinions and an unusual, clever writing style, along with a willingness to take on the conventional wisdom. In particular, he was writing this ongoing series about how bad most user interfaces were—mostly because programmers by and large knew, as Joel and I would say, using the same Yiddish – derived NYC vernacular that we both share, “ bupkis ” about what users really want. And I, like many, was hooked both by the series and the occasional random essay that Joel wrote. And then I had this epiphany: I'm a publisher, I like reading his stuff, why not turn it into a book?... Read the complete Foreword — Gary Cornell, Cofounder, Apress Since the release of the bestselling title *Joel on Software* in 2004, requests for a sequel have been relentless. So, we went back to the famed *JoelonSoftware.com* archives and pulled out a new batch of favorites, many of which have been downloaded over one million times. With Joel's newest book, *More Joel on Software*, you'll get an even better (not to mention updated) feast of Joel's opinions and impressions on software development, software design, running a software business, and so much more. This is a new selection of essays from the author's web site, <http://www.joelonsoftware.com>. Joel Spolsky started his weblog in March 2000 in order to offer his insights, based on years of experience, on how to improve the world of programming. This weblog has become infamous among the programming world, and is linked to more than 600 other web sites and translated into 30+ languages! Spolsky's extraordinary writing skills, technical knowledge, and caustic wit have made him a programming guru. With the success of *Joel on Software*, there has been a strong demand for additional gems and advice, and this book is

the answer to those requests. Containing a collection of all – new articles from the original, More Joel on Software has even more of an edge than the original, and the tips for running a business or managing people have far broader application than the software industry. We feel it is safe to say that this is the most useful book you will buy this year.

There are no easy decisions in software architecture. Instead, there are many hard parts--difficult problems or issues with no best practices--that force you to choose among various compromises. With this book, you'll learn how to think critically about the trade-offs involved with distributed architectures. Architecture veterans and practicing consultants Neal Ford, Mark Richards, Pramod Sadalage, and Zhamak Dehghani discuss strategies for choosing an appropriate architecture. By interweaving a story about a fictional group of technology professionals--the Sysops Squad--they examine everything from how to determine service granularity, manage workflows and orchestration, manage and decouple contracts, and manage distributed transactions to how to optimize operational characteristics, such as scalability, elasticity, and performance. By focusing on commonly asked questions, this book provides techniques to help you discover and weigh the trade-offs as you confront the issues you face as an architect. Analyze trade-offs and effectively document your decisions Make better decisions regarding service granularity Understand the complexities of breaking apart monolithic applications Manage and decouple contracts between services Handle data in a highly distributed architecture Learn patterns to manage workflow and transactions when breaking apart applications

Why Smart Engineers Write Bad Code

The Pragmatic Programmer

The Mythical Man-month

Holub on Patterns

The 15 Metrics Everyone in Marketing Should Know

Tales from the Software Community

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.

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.

Looks at a successful software project and provides details for software development for clients using object-oriented design and programming.

Learn algorithms for solving classic computer science problems with this concise guide covering everything from fundamental algorithms, such as sorting and searching, to modern algorithms used in machine learning and cryptography Key Features Learn the techniques you need to know to design algorithms for solving complex problems Become familiar with neural networks and deep learning techniques Explore different types of algorithms and choose the right data structures for their optimal implementation Book Description Algorithms have always played an important role in both the science and practice of computing. Beyond traditional computing, the ability to use algorithms to solve real-world problems is an important skill that any developer or programmer must have. This book will help you not only to develop the skills to select and use an algorithm to solve real-world problems but also to understand how it works. You'll start with an introduction to algorithms and discover various algorithm design techniques, before exploring how to implement different types of algorithms, such as searching and sorting, with the help of practical examples. As you advance to a more complex set of algorithms, you'll learn about linear programming, page ranking, and graphs, and even work with machine learning algorithms, understanding the math and logic behind them. Further on, case studies such as weather prediction, tweet clustering, and movie recommendation engines will show you how to apply these algorithms optimally. Finally, you'll become well versed in techniques that enable parallel processing, giving you the ability to use these algorithms for compute-intensive tasks. By the end of this book, you'll have become adept at solving real-world computational problems by using a wide range of algorithms. What you will learn Explore existing data structures and algorithms found in Python libraries Implement graph algorithms for fraud detection using network analysis Work with machine learning algorithms to cluster similar tweets and process Twitter data in real time Predict the weather using supervised learning algorithms Use neural networks for object detection Create a recommendation engine that suggests relevant movies to subscribers Implement foolproof security using symmetric and asymmetric encryption on Google Cloud Platform (GCP) Who this book is for This book is for programmers or developers who want to understand the use of algorithms for problem-solving and writing efficient code. Whether you are a beginner looking to learn the most commonly used algorithms in a clear and concise way or an experienced programmer looking to explore cutting-edge algorithms in data science, machine learning, and cryptography, you'll find this book useful. Although Python programming experience is a must, knowledge of data science will be helpful but not necessary.

What Really Works, and Why We Believe It

Peopleware

Essays on Software Engineering, Anniversary Edition

Software Productivity

Thinking Forth

Learning Design Patterns by Looking at Code

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 Kasper 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

In a book that will intrigue anyone who is curious about Silicon Valley, computer programming, or the world of high technology, respected software pioneer and computer scientist Richard Gabriel offers an informative insider's look at the world of software design and computer programming and the business that surrounds them. 10 illustrations. From the beginning of software time, people have wondered why it isn't possible to accelerate software projects by simply adding staff. This is sometimes known as the "nine women can't make a baby in one month" problem. The most famous treatise declaring this to be impossible is Fred Brooks' 1975 book *The Mythical Man-Month*, in which he declares that "adding more programmers to a late software project makes it later," and indeed this has proven largely true over the decades. Aided by a domain-driven code generator that quickly creates database and API code, Parallel Agile (PA) achieves significant schedule compression using parallelism: as many developers as necessary can independently and concurrently develop the scenarios from initial prototype through production code. Projects can scale by elastic staffing, rather than by stretching schedules for larger development efforts. Schedule compression with a large team of developers working in parallel is analogous to hardware acceleration of compute problems using parallel CPUs. PA has some similarities with and differences from other Agile approaches. Like most Agile methods, PA "gets to code early" and uses feedback from executable software to drive requirements and design. PA uses technical prototyping as a risk-mitigation strategy, to help sanity-check requirements for feasibility, and to evaluate different technical architectures and technologies. Unlike many Agile methods, PA does not support "design by refactoring," and it doesn't drive designs from unit tests. Instead, PA uses a minimalist UML-based design approach (Agile/ICONIX) that starts out with a domain model to facilitate communication across the development team, and partitions the system along use case boundaries, which enables parallel development. Parallel Agile is fully compatible with the Incremental Commitment Spiral Model (ICSM), which involves concurrent effort of a systems engineering team, a development team, and a test team working alongside the developers. The authors have been researching and refining the PA process for several years on multiple test projects that have involved over 200 developers. The book's example project details the design of one of these test projects, a crowdsourced traffic safety system.

This book has 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 form a great blueprint for new and experienced software engineering managers alike. All too often, software development is deemed unmanageable. The news is filled with stories of projects that have run catastrophically over schedule and budget.

Making Software

Why People on Your Team Don't Act on Good Ideas, and how to Convince Them They Should

The Expression of Faith through Creativity and Art

Driving Technical Change

Patterns of Software

for Agile Software Development

A thorough and accessible introduction to a range of key ideas in type systems for programming language. The study of type systems for programming languages now touches many areas of computer science, from language design and implementation to software engineering, network security, databases, and analysis of concurrent and distributed systems. This book offers accessible introductions to key ideas in the field, with contributions by experts on each topic. The topics covered include precise type analyses, which extend simple type systems to give them a better grip on the run time behavior of systems; type systems for low-level languages; applications of types to reasoning about computer programs; type theory as a framework for the design of sophisticated module systems; and advanced techniques in ML-style type inference. Advanced Topics in Types and Programming Languages builds on Benjamin Pierce's *Types and Programming Languages* (MIT Press, 2002); most of the chapters should be accessible to readers familiar with basic notations and techniques of operational semantics and type systems—the material covered in the first half of the earlier book. *Advanced Topics in Types and Programming Languages* can be used in the classroom and as a resource for professionals. Most chapters include exercises, ranging in difficulty from quick comprehension checks to challenging extensions, many with solutions.

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.

A revolutionary concept-based approach to thinking about, designing, and interacting with software As our dependence on technology increases, the design of software matters more than ever before. Why then is so much software flawed? Why hasn't there been a systematic and scalable way to create software that is easy to use, robust, and secure? Examining these issues in depth, *The Essence of Software* introduces a theory of software design that gives new answers to old questions. Daniel Jackson explains that a software system should be viewed as a collection of interacting concepts, breaking the functionality into manageable parts and providing a new framework for thinking about design. Through this radical and original perspective, Jackson lays out a practical and coherent path, accessible to anyone—from strategist and marketer to UX designer, architect, or programmer—for making software that is empowering, dependable, and a delight to use. Jackson explores every aspect of concepts—what they are and aren't, how to identify them, how to define them, and more—and offers prescriptive principles and practical tips that can be applied cost-effectively in a wide range of domains. He applies these ideas to contemporary software designs, drawing examples from leading software manufacturers such as Adobe, Apple, Dropbox, Facebook, Google, Microsoft, Twitter, and others. Jackson shows how concepts let designers preserve and reuse design knowledge, rather than starting from scratch in every project. An argument against the status quo and a guide to improvement for both working designers and novices to the field, *The Essence of Software* brings a fresh approach to software and its creation.

Software -- Software Engineering.

Release It!

Taming Wild Software Schedules

Hone your problem-solving skills by learning different algorithms and their implementation in Python

Reflections on the Craft of Programming

The Problem with Software

The Mind of the Maker

Winner of the 2011 Jolt Excellence Award! Getting software released to users is often a painful, risky, and time-consuming process. This groundbreaking new book sets out the principles and technical practices that enable rapid, incremental delivery of high quality, valuable new functionality to users. Through automation of the build, deployment, and testing process, and improved collaboration between developers, testers, and operations, delivery teams can get changes released in a matter of hours—sometimes even minutes—no matter what the size of a project or the complexity of its code base. Jez Humble and David Farley begin by presenting the foundations of a rapid, reliable, low-risk delivery process. Next, they introduce the “deployment pipeline,” an automated process for managing all changes, from check-in to release. Finally, they discuss the “ecosystem” needed to support continuous delivery, from infrastructure, data and configuration management to governance. The authors introduce state-of-the-art techniques, including automated infrastructure management and data migration, and the use of virtualization. For each, they review key issues, identify best practices, and demonstrate how to mitigate risks. Coverage includes • Automating all facets of building, integrating, testing, and deploying software • Implementing deployment pipelines at team and organizational levels • Improving collaboration between developers, testers, and operations • Developing features incrementally on large and distributed teams • Implementing an effective configuration management strategy • Automating acceptance testing, from analysis to implementation • Testing capacity and other non-functional requirements • Implementing continuous deployment and zero-downtime releases • Managing infrastructure, data, components and dependencies • Navigating risk management, compliance, and auditing Whether you’re a developer, systems administrator, tester, or manager, this book will help your organization move from idea to release faster than ever—so you can deliver value to your business rapidly and reliably.

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."

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!

When programmers list their favorite books, Jon Bentley's collection of programming pearls is commonly included among the classics. Just as natural pearls grow from grains of sand that irritate oysters, programming pearls have grown from real problems that have irritated real programmers. With origins beyond solid engineering, in the realm of insight and creativity, Bentley's pearls offer unique and clever solutions to those nagging problems. Illustrated by programs designed as much for fun as for instruction, the book is filled with lucid and witty descriptions of practical programming techniques and fundamental design principles. It is not at all surprising that Programming Pearls has been so highly valued by programmers at every level of experience. In this revision, the first in 14 years, Bentley has substantially updated his essays to reflect current programming methods and environments. In addition, there are three new essays on testing, debugging, and timing set representations string problems All the original programs have been rewritten, and an equal amount of new code has been generated. Implementations of all the programs, in C or C++, are now available on the Web. What remains the same in this new edition is Bentley's focus on the hard core of programming problems and his delivery of workable solutions to those problems. Whether you are new to Bentley's classic or are revisiting his work for some fresh insight, the book is sure to make your own list of favorites.

your journey to mastery, 20th Anniversary Edition

Further Thoughts on Diverse and Occasionally Related Matters That Will Prove of Interest to Software Developers, Designers, and Managers, and to Those Who, Whether by Good Fortune or Ill Luck, Work with Them in Some Capacity

Parallel Agile – faster delivery, fewer defects, lower cost

Software Architecture: The Hard Parts

Managing the Unmanageable

Dynamics of Software Development

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

Collected here are twenty papers on software engineering by the late mathematician and software methods pioneer Harlan D. Mills. Written between 1967 and 1981, the papers document Mills's technical and managerial approaches for achieving both high productivity and improved quality. Cited time and again in books and papers on software development, they are required reading for all software developers, their managers, and students alike. Three of the essays treat mathematical topics and communicate Mills's fundamental premise that software engineers who use and understand the mathematics of programming consistently produce better software. Other essays cover topics such as chief programmer teams, top-down programming on large systems, reading programs as a managerial activity, and buying

better quality software. Mills's writings and teachings have had a profound influence on software productivity worldwide. In *Software Productivity*, his provocative ideas reveal techniques and practices that are now in common use throughout the software engineering field. Provides a variety of ideas, techniques, and strategies for effective software development.

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.

Advanced Topics in Types and Programming Languages

Code Complete

More Joel on Software

Rapid Development

Data-Driven Marketing

Dreaming in Code

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

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. *Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.*

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

New technologies are popping up every day. Convincing co-workers to adopt them is the hard part. Adobe software evangelist Ryan breaks down the patterns and types of resistance technologists face in many organizations.

Concepts and Evolution

The Design of Design: Essays from a Computer Scientist

The Mythical Man-Month

Productive Projects and Teams

Design and Deploy Production-Ready Software

Continuous Delivery

An industry insider explains why there is so much bad software—and why academia doesn't teach programmers what industry wants them to know. Why is software so prone to bugs? So vulnerable to viruses? Why are software products so often delayed, or even canceled? Is software development really hard, or are software developers just not that good at it? In *The Problem with Software*, Adam Barr examines the proliferation of bad software, explains what causes it, and offers some suggestions on

how to improve the situation. For one thing, Barr points out, academia doesn't teach programmers what they actually need to know to do their jobs: how to work in a team to create code that works reliably and can be maintained by somebody other than the original authors. As the size and complexity of commercial software have grown, the gap between academic computer science and industry has widened. It's an open secret that there is little engineering in software engineering, which continues to rely not on codified scientific knowledge but on intuition and experience. Barr, who worked as a programmer for more than twenty years, describes how the industry has evolved, from the era of mainframes and Fortran to today's embrace of the cloud. He explains bugs and why software has so many of them, and why today's interconnected computers offer fertile ground for viruses and worms. The difference between good and bad software can be a single line of code, and Barr includes code to illustrate the consequences of seemingly inconsequential choices by programmers. Looking to the future, Barr writes that the best prospect for improving software engineering is the move to the cloud. When software is a service and not a product, companies will have more incentive to make it good rather than "good enough to ship."

Computer Architecture/Software Engineering

"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.

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.

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