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Soggetti	Success in business Computer programmers
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Formato	Materiale a stampa
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Nota di contenuto	Foreword; About the Author; Acknowledgments; Introduction; Roadmap to Content; Chapter 1: Travel; From Rest to Motion; The Two Types of Business Travel; Critical Business Travel; Noncritical Business Travel; Redefining the Rules; Seven Techniques to Avoid Unnecessary Travel; A Word on Staying in Motion Mentally; Nine Essential Rules for Travel; Conclusion; Chapter 2: Skills; The Nature of Programming; Programming Skills; Beyond Programming; The Nature of Business; Factors for Success; A Word on Luck and Chance; From Programmer to Entrepreneur; Conclusion. Chapter 3: Discipline and EducationDiscipline; Eleven Steps for Professional Discipline; Six Activities for Mental Discipline; Types of Education; Traditional Education; Professional Education; Personal Education; Reading; Mentorships; A Word on Education; Conclusion; Chapter 4: Ethics; The Transitory Nature of Morality; Fundamental Ethics of Behavior; The Ethics of Business; The Ethics of Coding; Coding for the Next Generation; Focusing on Project and Client Priorities; Delivering the Best Possible Solution; Being a Strong Communicator; Dealing with Unethical People; Conclusion. Chapter 5: Structuring Your BusinessProtecting Yourself; Business Structure Options; Creating the Business; Taxes; Payroll; Insurance; Professional Insurance; Personal Insurance; Infrastructure; Retirement Planning; Conclusion; Chapter 6: Advertising and Marketing; Publishing; Ten Steps to Publishing a Book; Step 1: Select Several Topics; Step 2: Create the Title and Summary; Step 3: Contact a

Publisher; Step 4: Submit Your Proposal; Step 5: Finalize Your Proposal; Step 6: Receive a Contract; Step 7: Write; Step 8: Respond to Edits; Step 9: Compile "Front Matter" Material; Biography. IntroductionForeword; Step 10: Prepare to Reach Out; Publishing an Article; Utilizing Your Published Material; Offer It to Known Contacts; Use It to Solidify Introductions; Use It to Open Conversations with New Contacts; Use It to Sell Your Services; Your Web Presence; Additional Collateral; A Word on Branding; Conclusion; Chapter 7: Sales; Networking; The Importance of Partnerships; Prospecting and Finding New Work; Converting Prospects to Sales; Six Steps to Close a Sale; Pricing Strategies; The Sales Plateau; Balancing Sales with Delivery; Conclusion; Chapter 8: Proposals and Contracts. The Proposal ProcessThe Contract Process; How to Write a Contract; Hourly Contracts; Retainer Contracts; Sample Fixed-Fee Contract; Invoicing; Payment Strategies; Conclusion; Chapter 9: Fees and Income; Get Comfortable with Money; Take Every Opportunity: Multiple Revenue Streams; Five Techniques for Delivering on Multiple Projects; Create Appropriate Fee Structures; Hourly Fees; Fixed Fees; Retainer-Based Fees; Determine Appropriate Fees; Define Your Goals for Income; Conclusion; Chapter 10: Goal Setting; Types of Goals; Business Goals; Personal Goals; How to Define and Execute on Goals.

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## Sommario/riassunto

Developers, programmers, technical architects, and consultants: You are highly skilled and have deep commitment to your craft as well as the motivation to excel. It's time to step away from the perceived security of a full-time salaried position, or a marginally successful solo business, and step into a world of freedom, independence, and wealth. With your current technical skills, and an open mind, you can rapidly build a highly successful and ethical business—and on your own terms. *The Coder's Path to Wealth and Independence* explains how. Mark Beckner, himself, a highly successful itinerant developer, shows you how to transform yourself from a skilled programmer into a highly creative and effective businessperson leveraging the skills you already have. You will learn to create opportunities where none have existed, create value for yourself and those you work with, substantially increase your income, define your ideals, and realize your dreams. By utilizing the unique strategies outlined in *The Coder's Path to Wealth and Independence* to build your practice, you will find your path to personal, professional, and financial prosperity. *The Coder's Path to Wealth and Independence* will show you how to: Work from wherever you want Use your technical skills to create a high-revenue, highly independent business Learn the skills of the "rainmaker" to acquire new projects and clients Operate under various fee models, allowing you to increase your wealth and your freedom Rapidly create proposals and contracts Manage projects and execute on your goals with greater skill than ever In short, this book will help you discover a variety of powerful and unique approaches to business that will allow you be highly successful—where, how, and whenever you want.

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