

1. Record Nr.	UNINA9910461495503321
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Titolo	Business patterns for software developers [[electronic resource] /] / Allan Kelly
Pubbl/distr/stampa	West Sussex [England], : John Wiley & Sons, 2012
ISBN	1-280-59075-0 9786613620583 1-119-95071-6
Descrizione fisica	1 online resource (408 p.)
Collana	Wiley series in software design patterns
Disciplina	004 004.068
Soggetti	Computer software industry Computer software - Development Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Business Patterns for Software Developers; Contents; Foreword; Acknowledgements; Chapter 1 Introduction; The Whole; The Journey to Business Patterns; Audience; A Story Book; Limits of the Book; Book Structure and How to Read; Sequence Diagrams; Comments Please; Chapter 2 Structure of the Software Industry; Types of Companies; Outsource and Offshore; Vendors and the Software Stack; The ISV / ESP Divide; Closing Words; Chapter 3 Software Company Lifecycle; Early Days; Growing; Post Start-up Middle Age; Investor Exit; Death of a Software Company; Death Throes; Walking Dead; Closing Words Chapter 4 Strategy What is Strategy?; Strategy, not Plans; Strategy as a Pattern; Generative Patterns; Identifying Strategy; Strategy Parallels Software Design; Strategy for Software Creators; Closing Words; Chapter 5 Funding the Start; Bootstrapping; Friends and Family; Banks; Angels; Venture Capital; Private Equity; Investor Exit; Funding Timing; Love-hate with Venture Capital; Closing Words; Chapter 6 What to Build - Patterns about Products; Customisation, Platforms, Frameworks and Product Lines; Poacher Turned Gamekeeper; Customer Co-Created Product; Simpler Product

Same Customers, Different Product Core Product Only; Customisable Product; Simple Product Variations; Chapter 7 Marketing; The Missing Link; Whole Product; Homogenous Customers; Segmented Customers; Customer Understanding; Expeditionary Marketing; Chapter 8 Distribution Model; Direct Sales; Distributors; Choosing a Distribution Model; Different Product, Different Channel; Chapter 9 Patterns of Direct Distribution; Branded Shops; Internet Store; Named Sales People; Account Management; Sales/Technical Double Act; Chapter 10 Patterns of Indirect Distribution; Local Guide; Value Added Reseller White Label Independent Retailer; Wholesaler; Chapter 11 Services; Crossover; The Missing Pattern: Product from Services; Tailored Products - 'Specials'; Customise or Co-create?; When Services Distract from Product; Closing Words; Chapter 12 Patterns about Services; Products with Services; Initial Help; Lifetime Services for Products; Professional Services Team; Services Feedback; Personal Service; Self-Service; Corporate Certified Experts; Packaged Services; Chapter 13 Patterns about Organising Product Companies; Capabilities; Structure; Services Before Product; Single Product Company Product Portfolio Product Roadmap; Complementor, Not Competitor; Innovative Products; Separate Imaginative Teams; Appendix A About Patterns; What Is a Pattern?; Pattern Languages; Pattern Sequences; Improvising with Patterns; Anti-patterns; How to Read a Pattern; How to Write a Pattern; Closing Words; Appendix B Patterns Philosophy; Patterns and their Implicit Context; The Quality Without a Name: Wholeness; Events or Things; Sustainability: Living and Dead Patterns; Classifying Patterns: Good, Bad, Dead and Alive; Worse is Better: Path Dependency?; Knowledge Management and Patterns Storytelling and Patterns

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## Sommario/riassunto

A must-have recipe book for building software Perhaps you can relate to this all-too common scenario: you know all about your software product?but could do with some help in understanding the strategic side of things. If so, this book is the one-stop resource you'll need in order to become a successful software entrepreneur. Patterns expert Allan Kelly provides you with the step-by-step route that needs to be followed in order to understand business strategy and operations. Each chapter starts out with a solid introduction and theoretical overview, which is then further illustrated

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