1.	Record Nr.	UNINA9910789931803321
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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
	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

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