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Sommario/riassunto

The industry's most outspoken and insightful critic explains how the software industry REALLY works. In Great Software Debates, Al Davis, shares what he has learned about the difference between the theory and the realities of business and encourages you to question and think about software engineering in ways that will help you succeed where others fail. In short, provocative essays, Davis fearlessly reveals the truth about process improvement, productivity, software quality, metrics, agile development, requirements documentation, modeling, software marketing and sales, empiricism, start-up financing, software research, requirements triage, software estimation, and entrepreneurship. He will get you thinking about: . The danger of following trends and becoming a 'software lemming'. Is software development art or engineering?. How to survive management mistakes. The bizarre world of software estimation. How to succeed as software entrepreneur. How to resolve incompatible schedules and requirements If you are in the software industry and do not know which way to turn, Great Software Debates provides valuable and insightful advice. Whether you are a software developer, software manager, software executive, entrepreneur, requirements writer, architect, designer, or tester, you will find no shortage of sound, palatable advice.
