Eric Sink on the Business of Software

By Eric Sink

Apress. Paperback. Condition: New. 320 pages. Dimensions: 9.0in. x 5.9in. x 1.0in.Eric Sink on the Business of Software is a selection of the best and most popular essays from the authors website. This insightful collection of essays explore the business concerns that programmers face during the course of their careersparticularly those programmers who are small independent software vendors. Sink also covers issues like starting your own business, and then performing the hiring, marketing, and finances in a style that programmers understand, sprinkled with a touch of humor. Table of Contents What Is a Small ISV Whining by a Barrel of Rocks Starting Your Own Company Finance for Geeks Exploring Micro-ISVs First Report from My Micro-ISV Make More Mistakes Small ISVs: You Need Developers, Not Programmers Geeks Rule and MBAs Drool Hazards of Hiring Great Hacker ! Great Hire My Comments on Hitting the High Notes Career Calculus Finding a Product Idea for Your Micro-ISV Marketing Is Not a Post-processing Step Choose Your Competition Act Your Age Geek Gauntlets Be Careful Where You Build The Game Is Afoot Going to a Trade Show Magazine Advertising Guide for Small ISVs Tenets of Transparency Product Pricing Primer Closing the Gap, Part 1 Closing...

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