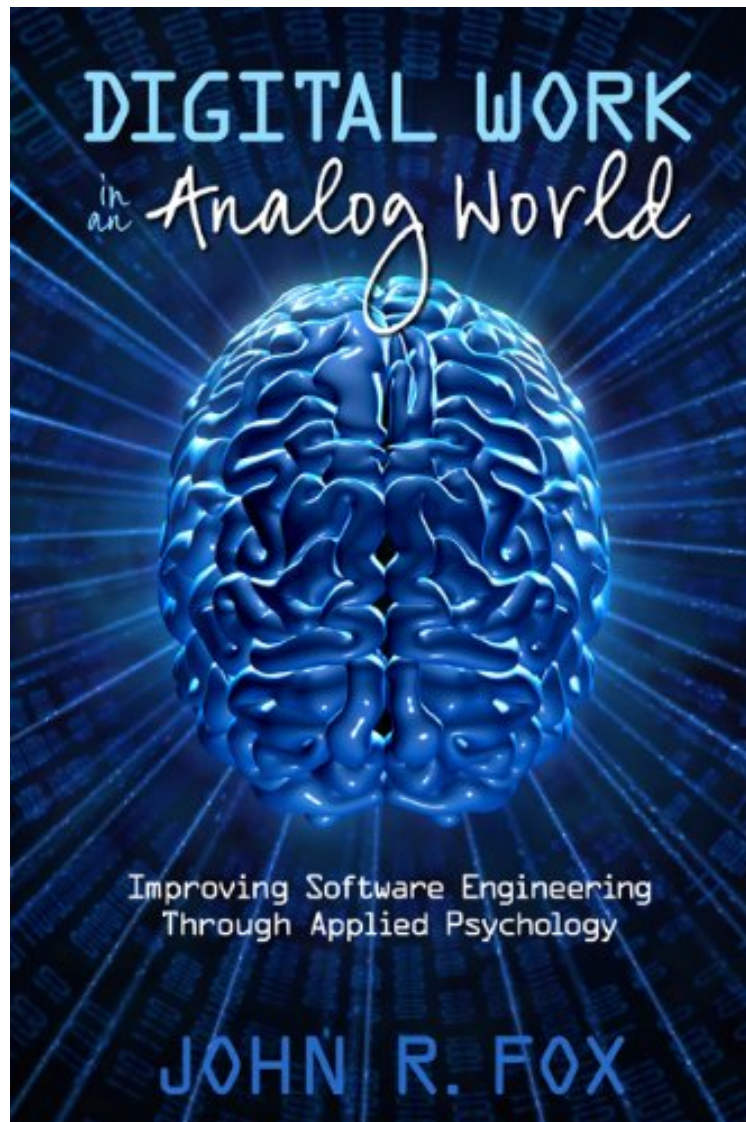


(Free) Digital Work in an Analog World (English Edition)

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Von John R. Fox

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Kurzbeschreibung Software development tools have improved tremendously over the past few decades, yet software engineering languishes with many seemingly insurmountable problems. In an effort to address the grave challenges facing many companies today, software veteran John R. Fox explores a variety of the non-technical aspects of software engineering. Personality, teamwork, leadership, decision-making, culture, motivation and human tendencies are discussed as they apply to the overall software creation process. Software professionals will discover scores of innovative techniques to improve their efforts and careers. Even those peripherally involved in software engineering will gain new insights on the nuances of software engineering practices and how they may be improved in their organization. An exceptional read for business and software professionals alike.

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ber den Autor und weitere Mitwirkende John R. Fox has acquired over 25 years of experience in the software industry while working for several prominent Twin Cities companies such as Unisys, Young America Corp, and Wilson Learning. John was also a co-founder of Boomerang Marketing, an Internet-based incentive company. Fox launched his career as a systems programmer in the 1980s with Sperry Univac Defense Systems (now Lockheed Martin) where he focused on operating system and compiler development. All told, he has developed a well-rounded technical knowledge base by holding nearly every job within the software development field at one time or another. Fox is a graduate of Gustavus Adolphus College in St. Peter, MN and holds a B.A. degree in Psychology with a minor in Computer Science. He lives in the Minneapolis, Minnesota area with his wife and two sons. John may be reached, via email, at jfox@analogdevelopment.com.