

A letter from Chris Duncan to readers...

As a technology oriented company, you're probably already familiar with my previous book, *The Career Programmer: Guerilla Tactics for an Imperfect World*. The wonderful reader response that I've received to this book taught me many things. One of the most important was that the problems faced by workers and managers in the software development industry are very much the same as those faced in every other line of work. At the end of the day, no matter what you're trying to accomplish, it all comes down to people, and how well you interact with them.

I've had people, both inside and outside of the tech community, continually ask me to expand on the strategies, tactics and people skills that I've written about so that they could make more headway in their efforts to improve their professional accomplishments. The result is *Unite the Tribes: Ending Turf Wars for Career and Business Success*.

Unite the Tribes is not a technical book. This might surprise you coming from such a respected technical publisher as Apress. And yet, a decade of personal experience in software development shops of all sizes, and continual feedback from enthusiastic readers of *The Career Programmer*, point to one inescapable conclusion: this is exactly the information that IT professionals need today to protect both their projects and their careers. From internal company politics to the issues of outsourcing driven by the new global economy, there is a never ending stream of challenges to every software development project.

Most software projects don't crash and burn because developers don't understand the technologies involved. They fail because of people and politics. That's never been more true than today. *Unite the Tribes* will show your IT readers how to end the ever present internal turf wars, harness the combined power of workers and managers, and forge an invincible company that is capable of delivering technical excellence, secure and gratifying careers, and the bottom line profitability necessary to ensure a solid future for everyone.

A field manual for productivity, *Unite the Tribes* is an extremely practical book about delivering excellent work in the real world, where people always have an agenda and things never go according to plan. For your IT readers, who pursue technical excellence with the passion of an artist, it will become their most valuable resource. Thanks so much for considering it in the midst of your busy schedule. I hope you enjoy it as much as we have bringing it to you.

Kindest regards,
Christopher Duncan
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