Marketing Information Request

**Name (*exactly* as you want it to appear on your book cover)**:

Greg Wilson

**Mailing address and primary phone number (for complimentary copies)**:

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**BACK COVER & MARKETING COPY**: Please supply 2-5 descriptive paragraphs about your book (150-350 words). This material will be the basis for the final copy used on the back cover of your book and on our website. It will also be used for catalog copy and promotional materials. Please be as succinct as possible and avoid hyperbole. Try to capture what it is about this book that would compel readers in your field to own it.

The best way to learn design in any field is to study examples, and some of the best examples of software design come from the tools programmers use in their own work. These lessons therefore build small versions of the things programmers use in order to demystify them and give some insights into how experienced programmers think. From a file backup system and a testing framework to a regular expression matcher, a browser layout engine, and a very small compiler, we explore common design patterns, show how making code easier to test also makes it easier to re-use, and help readers understand how debuggers, profilers, package managers, and version control systems work so that they can use them more effectively.

This material can be used for self-paced study, in an undergraduate course on software design, or as the core of an intensive week-long workshop for working programmers. Each chapter has a set of exercises ranging in size and difficulty from half a dozen lines to a full day's work. Readers should already know the basics of modern JavaScript, but the more advanced features of the language are explained and illustrated as they are introduced.

All of the written material in this project can be freely reused under the terms of the Creative Commons - Attribution license, while all of the software is made available under the terms of the Hippocratic License. All proceeds from sales will go to support the Red Door Family Shelter in Toronto.

**KEY FEATURES**: Please supply 3-5 key CONTENT or PEDAGOGICAL elements or characteristics that distinguish your book from its competition and will compel readers in your field. Each feature should be one sentence long (descriptive but concise). This will be used as part of the final copy on our website and will be used for promotional purposes.

Ask yourself “What will sell my book?” “What will my book give the end user?” and “How is my book different and why is that important?”

*Examples:*

* *Includes extensive study questions after each chapter*
* *Promotes specific prebiotic formulas to ward off adverse effects of antibiotics*
* Teaches software design by showing programmers how to build the tools they use every day.
* Each chapter includes exercises to help readers check and deepen their understanding.
* All of the example code can be downloaded, re-used, and modified under an open license.

**JOURNALS**

We can provide a copy of the book to reviewers who have agreed to write a review for publication in a relevant academic or professional journal. If you have any contacts at journals who would publish a review of your book, please reach out to them.

If you have already approached a reviewer and they have agreed, please include their name(s), the journal name(s) and contact information below: