IF YOU DIDN'T GET A BOOK

Come to The Unicorn Project booth outside the Expo Hall.

Scan your badge.

Get some unicorn swag.

We'll send you a digital version of The Unicorn Project – just for you.

GET TOGETHER GO FASTER
DEVOPS ENTERPRISE SUMMIT
AN IT REVOLUTION EVENT

The Unicorn Project Offer
Pre-order 10+ copies of *The Unicorn Project* and receive an additional **$400 off** your Blind Bird registration fee for DOES 2020!
Stop by the IT Revolution Publishing booth for details, or scan the QR code at right.
(Offer ends 10/30)

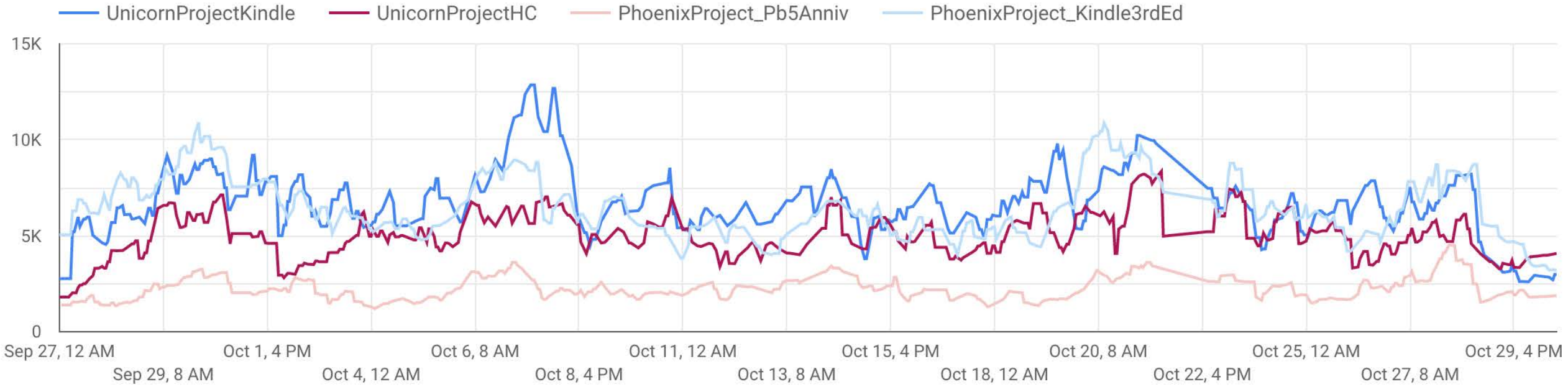
You Had Some Questions!

GET TOGETHER GO FASTER

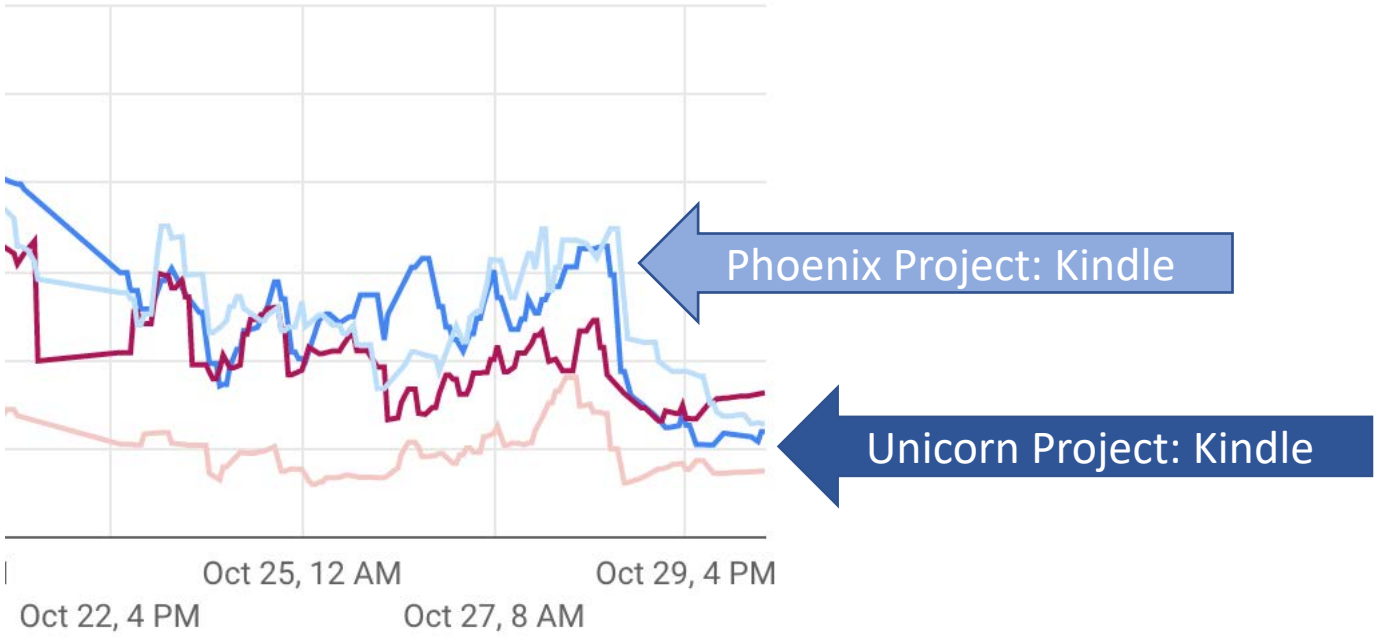
- Four years ago, Tom Limoncelli (StackOverflow) and I wrote some tools to track sales ranks from various e-commerce sites:
  - Python
  - Ruby and ActiveRecord
  - MySQL
  - Kubernetes
  - Rundeck
- Based on Scott Havens' advice, I rewrote it using Clojure and PubSub, and it's 5x smaller now!

DEVOPS ENTERPRISE SUMMIT
AN IT REVOLUTION EVENT

SALES DATA


UnicornProjectKindle
UnicornProjectHC
PhoenixProject_Pb5Anniv
PhoenixProject_Kindle3rdEd
15K
10K
5K
0
Sep 27, 12 AM
Sep 29, 8 AM
Oct 1, 4 PM
Oct 4, 12 AM
Oct 6, 8 AM
Oct 8, 4 PM
Oct 11, 12 AM
Oct 13, 8 AM
Oct 15, 4 PM
Oct 18, 12 AM
Oct 20, 8 AM
Oct 22, 4 PM
Oct 25, 12 AM
Oct 27, 8 AM
Oct 29, 4 PM

SALES DATA



For last two months, Unicorn Project Kindle pre-sales matching Phoenix Project sales

The Unicorn Project Offer: Bridge Crew

- You pay $600 for the books
- You get $570 in value from the 12 Sensei books + entire IT Revolution catalog
- You get $400 off DevOps Enterprise Summit
- That's $970 of value for $600

The Unicorn Project Offer: Bridge Crew

- You pay $600 for the books
- You get $570 in value from the 12 Sensei books + entire IT Revolution catalog
- You get $400 off DevOps Enterprise Summit
- That's $970 of value for $600

We are paying you $370 to get 25 copies of The Unicorn Project

CHARITIES

GET TOGETHER GO FASTER

girls who code

operationcode

For every book sold as part of *The Unicorn Project* offer, we're donating $1 to Girls Who Code (teaching girls to code at an early age) and $1 to Operation Code (helping veterans get technology jobs).

THE UNICORN PROJECT OFFER

GET TOGETHER GO FASTER

1. Go to the Barnes & Noble website (bn.com)
2. Pre-order 10 or 25 copies of *The Unicorn Project*
3. Send the receipt to alexb@itrevolution.com
4. Get the bonuses!

See the bonuses at https://itrevolution.com/unicorn-offer/

The offer expires today at noon.

DEVOPS ENTERPRISE SUMMIT

IT REVOLUTION EVENT

THE OFFER ENDS 80 MINUTES FROM NOW!

DEVOPS ENTERPRISE SUMMIT
AN IT REVOLUTION EVENT

HOW CAN YOU SAY NO TO THIS?

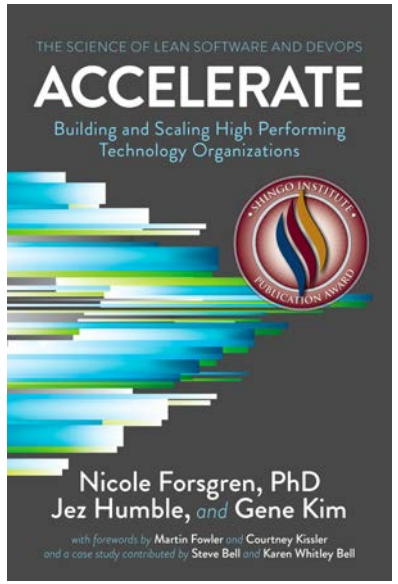
GET TOGETHER GO FASTER

DEVOPS ENTERPRISE SUMMIT

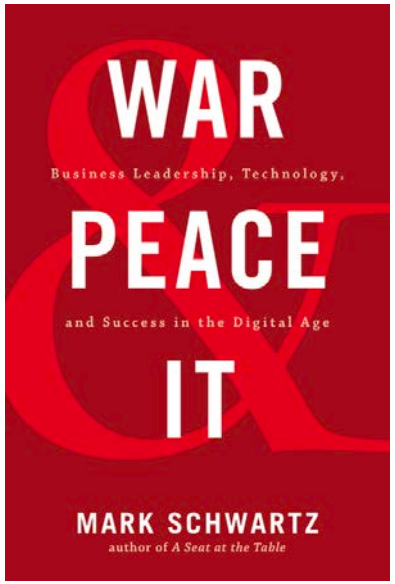
AN IT REVOLUTION EVENT

MORE (FREE) BOOKS

GET TOGETHER GO FASTER

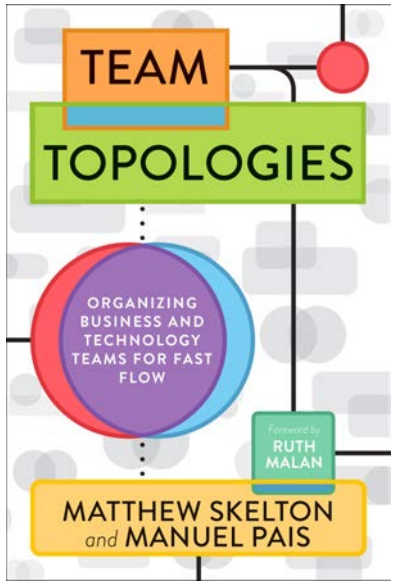


ITREV

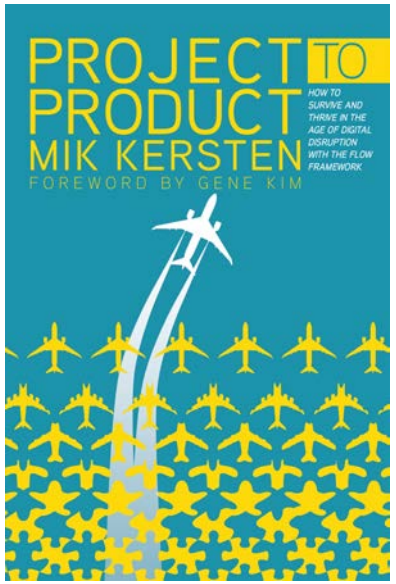


ITREV

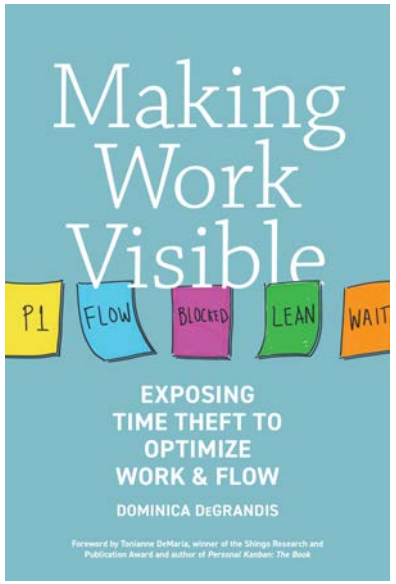
ITREV



Nutanix



Tasktop



Sonatype

DEVOPS ENTERPRISE SUMMIT
AN IT REVOLUTION EVENT

AUDITOR WORKSHOP: Q&A

GET TOGETHER GO FASTER

Mont-Royal 2

Today | 1:50 pm – 3:00 pm

DEVOPS ENTERPRISE SUMMIT

AN IT REVOLUTION EVENT