Startup Engineering
in Quotes

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"Every time an engineer joins Google, a startup dies."

- Chris Dixon

"People who don't take risks generally make about two big mistakes a year. People who do take risks generally make about two big mistakes a year."

- Peter Drucker

Product

"There is nothing so useless as doing efficiently that which should not be done at all."

- Peter F. Drucker

"Features are like kids, once you have them you have to support them for the rest of your life."

"Do not compromise"

- Steve Jobs

"Do ~~not~~ compromise."

Process

"Move fast, break things."

- Mark Zuckerberg

"Process is an embedded reaction to prior stupidity."

- Clay Shirky

"It is not done until it ships."

- Steve Jobs

"Done is better than perfect."

"Engineers don't hate process. They hate process that can't defend itself."

- Michael Lopp (Rands)

Tech

"Boycott complexity!"

- Misha Dynin

"Always leave the campground cleaner than you found it."

- National Park Service

"We are too busy mopping the floor to turn off the faucet."

"... a startup should always be running at the ragged edge of what their systems can handle: to do otherwise would mean that you're not using all your resources efficiently."

- Piaw Na

"Generals always fight the last war, especially if they have won it."

The End

"I always have a quotation for everything - it saves original thinking."

- Dorothy L. Sayers