

# Staying Above the Ghetto

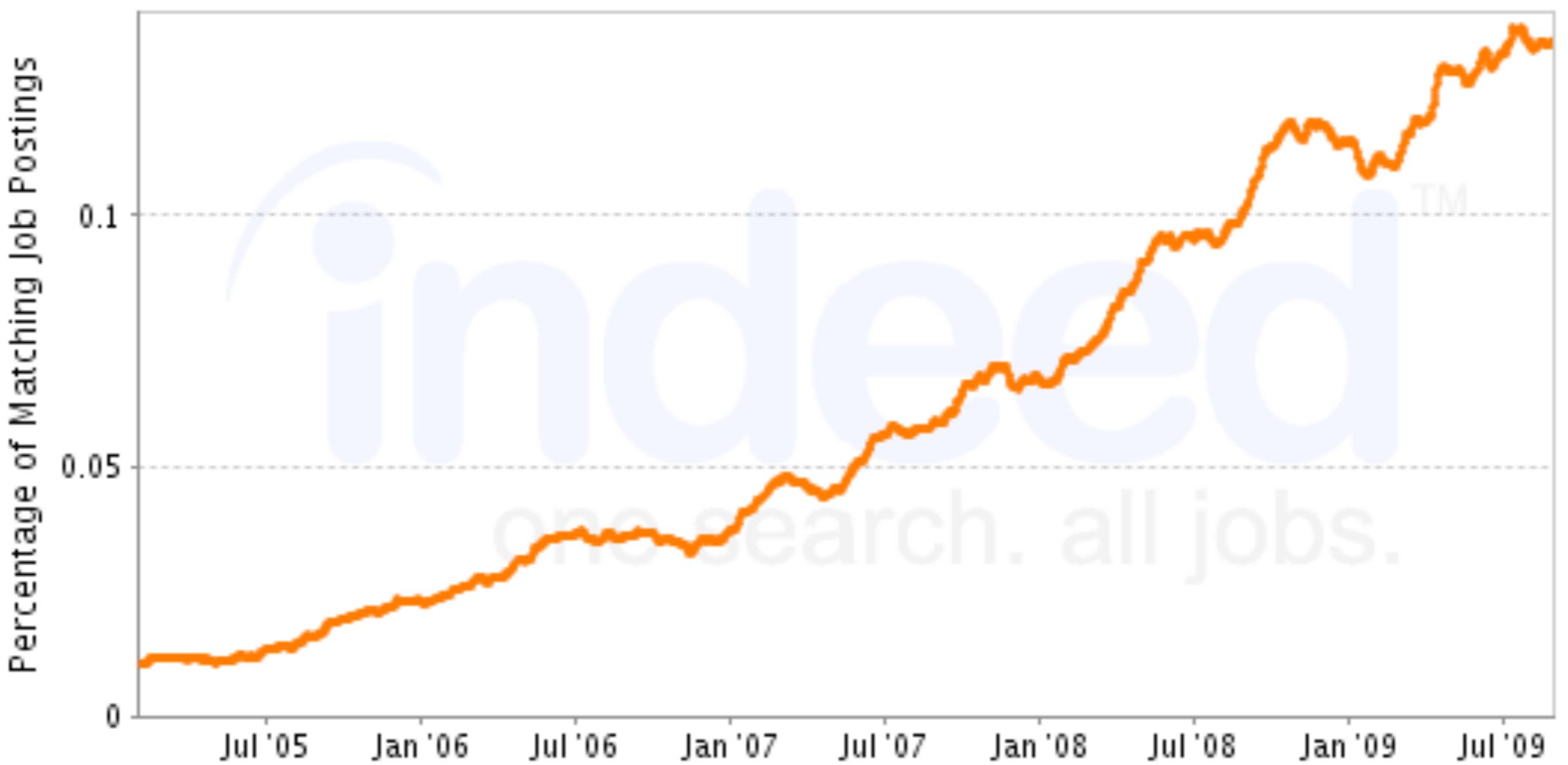
Ben Sandofsky  
Formerly of Yellowpages.com  
Starts at Twitter Tomorrow

# Staying Above the Ghetto

Haole  
Formerly of Yellowpages.com  
Starts at Twitter Tomorrow

## Job Trends from Indeed.com

— rails

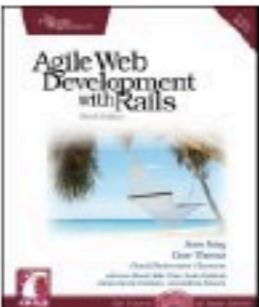
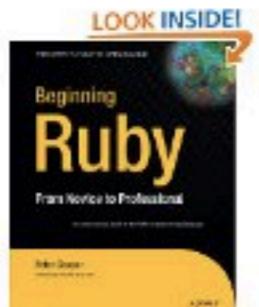
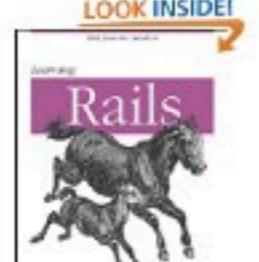


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1.  **Agile Web Development with Rails, Third Edition** by Sam Ruby, Dave Thomas, and David Hansson (**Paperback** - Mar 28, 2009)  
[Buy new: \\$43.95 \\$29.01](#) [32 Used & new from \\$23.50](#)  
Usually ships in 1 to 3 weeks  
 (14) 
2.  **Beginning Ruby: From Novice to Professional (Beginning from Novice to Professional)**  
by Peter Cooper (**Paperback** - Mar 26, 2007)  
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**Excerpt** - page 7: "... Without this upgrade, you might need to reinstall **Ruby** manually to get some extensions, such as **Ruby on Rails**, to work correctly. Although this isn't a concern for the ..." **Surprise me!** See a random page in this book.  
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3.  **Learning Rails** by Simon St. Laurent and Edd Dumbill (**Paperback** - Nov 28, 2008)  
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# Hofmeister Kink



Ford Taurus



Lincoln MKS



Chevy Malibu



Buick Lacrosse



Toyota Camry



Lexus IS250

```
// user.php
class User extends AppModel {
    var $name = 'User';
    var $hasMany = array('EditedPosts' =>
        array('className' => 'Post',
              'foreignKey' => 'editor_id'),
        'AuthoredPosts' =>
        array('className' => 'Post',
              'foreignKey' => 'author_id')
    );
}
```

# Has\_many Kink



# Our Values

# Our Values

- Aesthetics

# Our Values

- Aesthetics
- Pragmatism

# Our Values

- Aesthetics
- Pragmatism
- Freedom

# Our Values

- Aesthetics
- Pragmatism
- Freedom
- Passion

# Our Threat:

# Commodity Developers



# Commodity Developers

- Write Corporate Training Sites



# Commodity Developers

- Write Corporate Training Sites
- Cheap



# Commodity Developers

- Write Corporate Training Sites
- Cheap
- 2/3 of employees don't care



Rails will mean less

What do I do?

# Buzzword Arms Race?

Scurvy

## RESULTS Change in clickthrough rate



- ▲ "you should follow me on twitter here" is annoying  
67 points by silvio 69 days ago | 26 comments

I'm biased.

Learn. Create. Share.

Learn.

Create.

Share.

# Specifics?

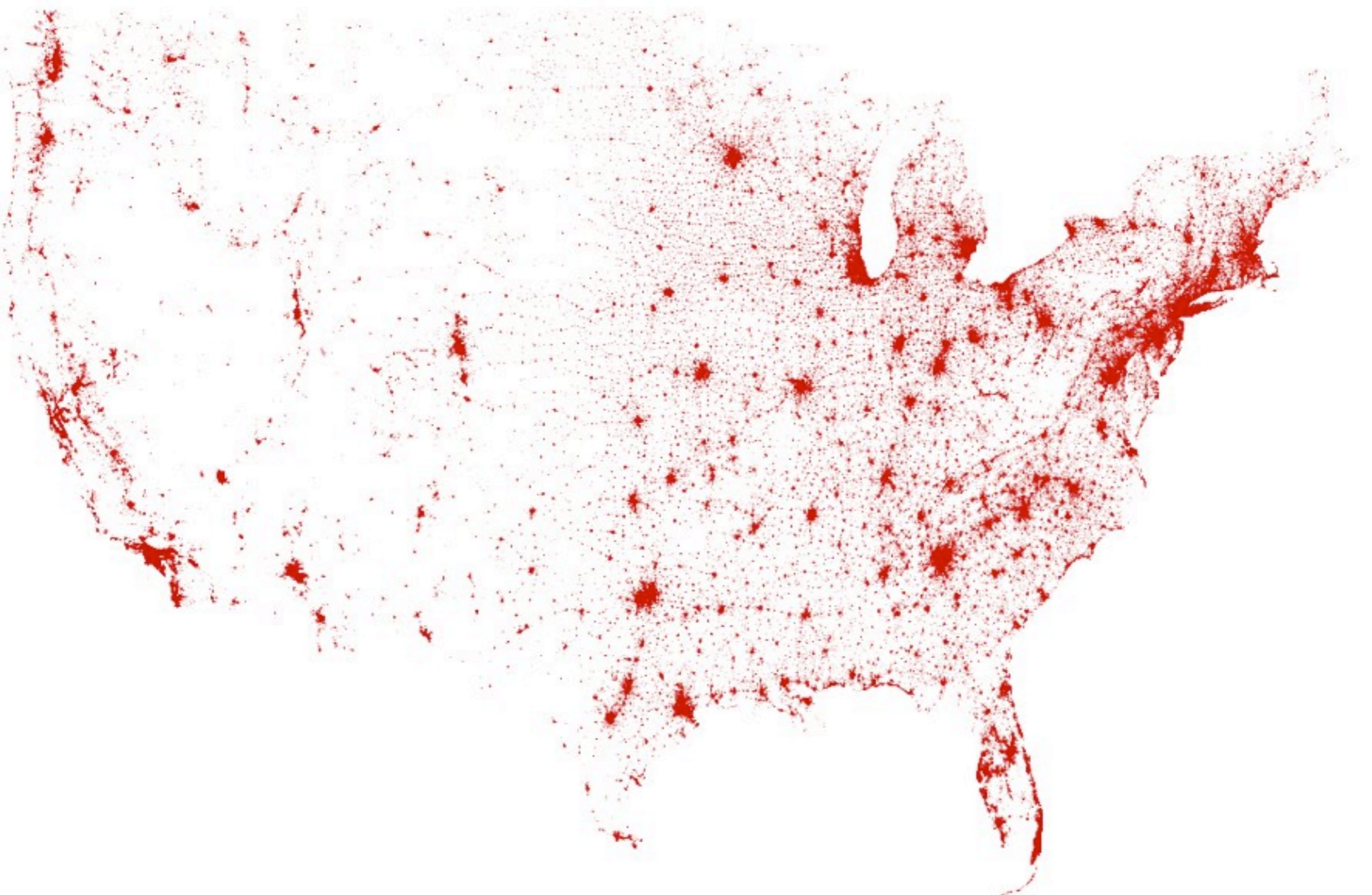
- Learning upcoming tech
- Study classic languages
- Follow Blogs/Podcasts
- Have a website
- Write a Blog
- Write open source
- Present at meetups
- Start a company
- Pair
- Study Rails Maturity Models

Learn. Create. Share.

# Examples



Thumber



# Hadoop



## Web development that doesn't hurt

Ruby on Rails® is an open-source web framework that's optimized for programmer happiness and sustainable productivity. It lets you write beautiful code by favoring convention over configuration.

[Rails 2.3.3: Bug fixes](#), [Rails 2.3: Templates, Engines, Rack, Metal, much more!](#), [RailsConf '09](#), [The Rails activists](#)

### Get Excited

```
class PostsController <
# GET /posts
# GET /posts.xml
def index
@posts = Post.find(
  respond_to do |format|
    format.html # index
    format.xml { render :xml => @posts }
    format.json { render :json => @posts }
    format.atom
  end
end
```

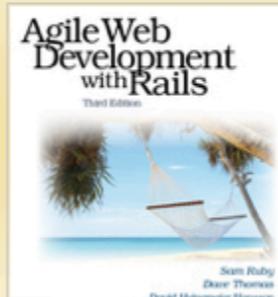
[Screencasts & presentations](#)

### Get Started



[2.3 released July 20, 2009](#)

### Get Better



[API](#), [Guides](#), [Books](#)

### Get Involved



[Join the community](#)

"Ruby on Rails is a breakthrough in lowering the barriers of entry to programming.

Powerful web applications that formerly might have taken weeks or months  
to develop can be produced in a matter of days."

*-Tim O'Reilly, Founder of O'Reilly Media*

[Read more quotes](#)

# Rails

In closing...

```
validate = function(){ return true }
```

# Mahalo!

<http://sandofsky.com/staying-above-the-ghetto.html>

twitter: @sandofsky