Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding

By Frédéric Harper

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Book Condition: New. 2015 ed.. 226 x 152 mm. Language: English . Brand New Book. Why should you, a competent software developer or programmer, care about your own brand? After all, it s not like you re an actor or musician. In fact, as Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding demonstrates in many ways, it s never been more important for you to think about yourself as a brand. Doing so will provide rocket fuel for your career. You ll find better jobs and become the go-to person in various situations. You ll become known for your expertise and leadership, and you ll find it easier to strike out on your own. People will seek out your advice and point of view. You ll get paid to speak, write, and consult. What s not to like about becoming a rock star developer? The good news--as Mozilla s senior technology evangelist, Frederic Harper, writes--is that it s never been easier to improve your skills, stand out, share more quickly, and grow your network. This book provides the tools you need to build your reputation...

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