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Digital Work in an Analog World: Leveraging Psychology in Software Engineering

By John R Fox

Studio City, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Software development tools have improved tremendously over the past few decades, yet software engineering languishes with many seemingly insurmountable problems. In an effort to address the grave challenges facing many companies today, software veteran John R. Fox explores a variety of the non-technical aspects of software engineering. Personality, teamwork, leadership, decision-making, culture, motivation and human tendencies are discussed as they apply to the overall software creation process. Software professionals will discover scores of innovative techniques to improve their efforts and careers. Even those peripherally involved in software engineering will gain new insights on the nuances of software engineering practices and how they may be improved in their organization. An exceptional read for business and software professionals alike.



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