Winning with Software: An Executive Strategy

By Watts S. Humphrey

Pearson Education (US), United States, 2001. Paperback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. Every senior executive needs to read this book. --Robert Musson Vice President, Business Strategy Cenus Technologies An informative book for any business person (not just technologists) who has ever been associated or involved with a software development effort and thought there must be a better way! Watts has provided that better way-- the PSP/TSP, and a great book. --Roy Kinkaid, Head of Continuous Improvement and Software Quality Assurance, EBS Dealing Resources Watts Humphrey is the well-known author of methods and models widely used by organizations, teams, and individuals to improve the efficiency and effectiveness of software development. In Winning with Software, he shows corporate executives and senior managers why software is both a business problem and a business opportunity. This book is extremely well written and targets the right audience. I plan to buy a copy for each of my executives. --Kevin J. Berk, Director, Process Improvement, Total Quality Systems Humphrey, drawing on his own extensive executive and management experience, first demonstrates the critical importance of software to nearly every business, large and small. He then outlines seven steps needed...

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