

Understanding the Professional Programmer

"... probably my favorite book on the subject of software development. It is definitely my favorite of Weinberg's many excellent books. I return to this book again and again, and find something new every time. ..."

"... I predict that software developers another twenty years from now will still be reading this book."
—Daniel Read, *developer*.*

"If you are a programmer or manage programmers, or indeed just associate with programmers, this is a book that you should read. ... The real bonus of this book is Weinberg's writing ability which is articulate and enjoyable. ... he does a superb job of uncovering the psychology of the programmer and helping the reader to understand some of the unique and subtle characteristics of that profession. ... You can pick it up anytime and turn to any one of the essays, and find a thought-provoking idea." —*System Development*

"This is one of a rare breed—an enjoyable and stimulating book you can legitimately read in the office. ... The book is superbly written. Weinberg combines scholarly content with a splendidly readable, anecdotal style. He writes funny asides that are not laboured or self-conscious. ... This is a book which will entertain you and make you think. You won't find a more satisfying volume on the shelves of any computer bookshop." —*Personal Computer Magazine*

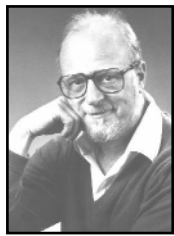
"... the author has a marvellous knack of mixing humour and serious discussion thereby getting his message across. ... a very thought provoking book. ... immensely enjoyable."

—Lorna Kyle, *Personal Computer World*

"... [this book] is likely to give readers a better start on supervising than the conventional management book would. ... [it mixes] knowledge of bottom-line reality with techie ingenuity."

—Walter Zintz, *Open Computing*

About the Author



Gerald M. Weinberg began his career in programming some forty years ago, as a staff member at IBM and later as manager of data processing, among other positions, and as a manager of supervisory programming for Project Mercury. He has since become one of the best-known names in the information industry as author of numerous popular books.

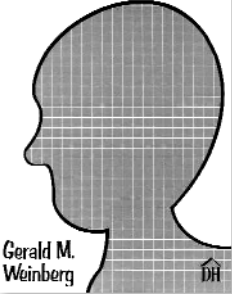
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Useful Insights for Programmers and Those Who Work with Them

Consultant and legendary programmer Gerald M. Weinberg offers readers a unique insider's view of the many ways to become a better programmer and to improve job performance.

Organized as a collection of essays about the profession of programming, the book is both provocative and readable. Each chapter concludes with an entertaining and instructive parable.

Anyone interested in becoming a skilled and experienced professional in this sometimes treacherous profession will benefit from Weinberg's insights.

More than forty years of programming experience, tackles a host of profound questions about the psychol-

ogy of the professional programmer. Learn how to

- become a professional
- get a little respect
- survive in a bureaucracy
- think more effectively
- discover what kind of thinker you are
- envision the future of the professional programmer

The insights are fascinating—you are sure to recognize yourself or your associates. This is the one book nobody in this dynamic field can afford to miss.

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