

Contents

- Preface
- Opportunity Knocking
- Standing Up to Kalbfuss
- Silikon Valejit
- The CD-ROM Plant
- >NNL
- The World's Greatest Project Manager
- Taking On Staff
- The Eminent Dr. Rizzoli
- Ex-General Markov
- Abdul Jamid
- The Sinister Minister Belok
- The Numbers Man
- QuickerStill
- Morovia's First Programmer
- Think Fast!
- Planning for the Summer Games
- The Guru of Conflict Resolution
- Maestro Diyeniar
- Interlude
- Part and Whole
- Standing on Ceremony
- Endgame Begins
- The Year's Hottest IPO
- Passing Through Riga on the Way Home

"The Deadline is dead on. It is a must-read, fun-read for anyone who has ever been, or will ever be, involved in a software project. Tom DeMarco has packaged the collective wisdom and hard-fought lessons learned of leading software prophets, gurus, and oracles into this tantalizing, insightful, and flat-out entertaining 'novel.'"

—Will Tracz

ACM Software Engineering Notes

"A humorous, fictionalized look at software development . . . offers a balanced approach to project management. The author rightly pinpoints people as the essential foundation of all successful projects."

—Quality Digest

The Deadline

" . . . it's a technological tour de force. It covers a wide range of topics, from project estimating to metrics, from conflict resolution to dealing with ambiguous specifications. . . . the bullet points alone are worth the price of the book. . . . *The Deadline* is almost as funny as a book full of Dilbert cartoons, but it's far less cynical. More important, it contains some profound wisdom and some practical, positive advice for improving the chances of meeting your next project deadline. I highly recommend it."

—Ed Yourdon, *American Programmer*

"Since most software managers rise from the ranks of programmers, and consequently don't have a clue about project management, the situation is ripe for teaching by example. That's what Tom DeMarco addresses with *The Deadline*. . . . entertaining—and simultaneously instructive. . . . many valuable techniques."

—Warren Keuffel, *Software Development*

"On content, Tom has produced a gem. . . . a lot of good common sense coupled with a nice seasoning of wisdom. The way the stories are packaged, the messages are easy to grasp and remember. . . . All in all, this is a relaxing and informative read."

—Watts S. Humphrey

Fellow, Software Engineering Institute

"Tom DeMarco once again gleefully peels away the onion layers of management issues with a humanity and insight that translate as easily into corporate general management as they do into the management of software projects and teams."

—Bruce Taylor

Founding Publisher, *ImagingWorld*

About the Author



Tom DeMarco is a principal of the Atlantic Systems Guild (www.systemsguild.com) and author or coauthor of three best-selling Dorset House books (*Peopleware*, *Software State-of-the-Art*, and *Why Does Software Cost So Much?*) and a ground-breaking training video (*Productive Teams*, with Tim Lister).

The Deadline

A Novel About Project Management

by Tom DeMarco



ISBN: 0-932633-39-0
©1997 320 pages softcover
\$30.95 (incl. \$6.00 for UPS in US)

Winner of a Software Development
Productivity Award

From prolific and influential consultant and author Tom DeMarco comes a project management novel that vividly illustrates the principles—and the outright *absurdities*—that affect the productivity of a software development team.

With his trademark wit set free in the novel format, DeMarco centers the plot around the development of six software products. Mr. Tompkins, a manager downsized from a giant telecommunications company, divides the huge staff of developers at his disposal into eighteen teams—three for each of the software products. The teams are different sizes and use different methods, and they compete against

each other and against an *impossible* deadline.

With these teams—and with the help of numerous "fictionalized" consultants who come to his aid—Tompkins tests the project management principles he has gathered over a lifetime. Each chapter closes with journal entries that form the core of the eye-opening approaches to management illustrated in this entertaining novel.

"Here's a management book which is just plain fun to read. *The Deadline* is an innovative and entertaining story with insightful business principles for team-based project management at the end of each chapter."

—John Sculley

Read more about this book at
<http://www.dorsethouse.com/books/dl.html>