

Roundtable on Technical Leadership

"The advice in the book is some of the best that I have ever read. There is none of the egotistical posturing that pervades so many of the online forums, the contributors are genuinely humble and realistic. I found them refreshing, entertaining and likeable.

"... When designing software, we all step in it from time to time, and if you read this book you can reduce the frequency of that happening to you."

—Charles Ashbacher, posted on Amazon.com

"Through personal experience, the contributors point out how... clever shortcuts can have detrimental effects down the line. You will find yourself saying 'ouch' as you recognize yourself in some of the discussion....

"... Not all of the contributors agree with each other and the difference of opinion can be enlightening....

"... This is an interesting and informative read for programmers, analysts and managers... provides valuable insights for all."

—Diane Brockman, Brockman Moreau Consulting

About the Editors



For more than 40 years, Gerald M. Weinberg has worked on transforming software organizations. The author, coauthor, or editor of numerous books addressing all phases of the software life cycle, he hosts the SHAPE forum on his Website, www.geraldweinberg.com.

Marie Benesh Mis principal of Benesh & Associates, an IT management consulting firm. She focuses much of her consulting on the development of IT leadership skills. Her clientele include major universities and Fortune 500 corporations. Visit www.mabenesh.com.



James Bullock has built systems, from lab automation and high-volume embedded controls to enterprise data warehousing and ERP deployments, for more than 18 years. He treasures the contact he maintains with folks from previous projects—people who not only built something good, but enjoyed doing it.

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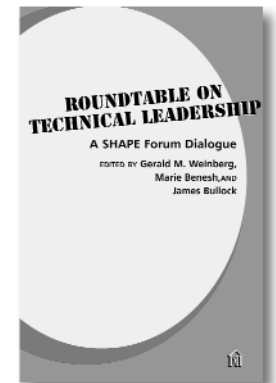
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- **The Courage to Be Yourself**
If It's Not a Good Fit, Don't Do It • Is It the Hair, or Is It the Arrogance? • Who You Are Is More Important Than What You Wear

Roundtable on Technical Leadership

A SHAPE Forum Dialogue

edited by Gerald M. Weinberg,
Marie Benesh, and James Bullock

*Software Experts Debate Leadership Qualities
and the Hazards of Shortcuts and Stupid Tricks*



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\$21.95 (includes \$6 UPS in US)

Joined by coeditors Marie Benesh and James Bullock, consultant's consultant Gerald M. Weinberg highlights forty experts' secrets for building and sustaining a leadership role in software development.

Participants of the SHAPE forum, many of them software consultants and managers at the world's most successful software companies, logged in to help each other identify the "stupid tricks" that developers are tempted to employ in design, code, and documentation—tricks that seem clever in the short term but have damaging long-term effects.

Topics include programming, design, documentation, teaching, learning, educating management, being yourself, and much more.

Presented in an easy-to-read dialogue format, true to the com-

ments' original appearance on the Web, this is the second stand-alone book drawn from Weinberg's SHAPE forum, following *Roundtable on Project Management*.

Contributors include Jim Battersson, James Bullock, Pat Ferdinandi, Fritz, Phil Fuhrer, Jesse Gordon, Don Gray, Brian Gulino, Peter Harris, Joseph Howard, Kevin Huigens, Steve Jackson, Jim Jarrett, Bob King, Dave Kleist, Henry Knapp, Brian Knopp, Fredric Laurentine, Pat McGee, Nate McNamara, George Olsen, Mark Passolt, Sue Petersen, Dwayne Phillips, Brian Richter, Sharon Marsh Roberts, Brett Schuchert, Stuart Scott, Dave Smith, Steve Smith, Daniel Starr, Wayne Strider, Pete TerMaat, Phil Trice, Bill Trierweiler, Marianne Tromp, Jerry Weinberg, and Kay Wise.

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