



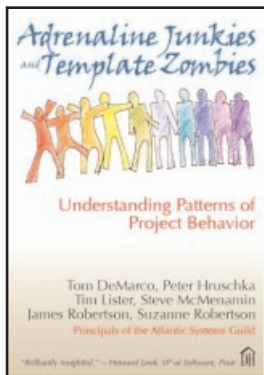
Inside

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*Perfect Software:
And Other Illusions About Testing*
by Gerald M. Weinberg
ISBN-13: 978-0-932633-69-9
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Adrenaline Junkies and Template Zombies
by Tom DeMarco, Peter Hruschka, Tim
Lister, Steve McMenamin, James
Robertson, and Suzanne Robertson
ISBN-13: 978-0-932633-67-5
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www.dorsethouse.com/books/ajtz.html

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We're Movin' On Up

After almost 25 years at our home base in Manhattan's Greenwich Village, Dorset House is moving! Our new office is located just north of Columbia University and uptown Morningside Heights:

3143 Broadway, Suite 2B
New York, NY 10027

Our phone and fax numbers will remain the same -- we look forward to receiving and filling your orders throughout the transition, to be completed in early September.

Please don't hesitate to contact us with questions (or tips about our new neighborhood):

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Fax: (212) 727-1044

E-mail: info@dorsethouse.com

Jerry Weinberg on *Perfect Software* [AgileThinkers.com]

Clark Ching of AgileThinkers.com recently interviewed Jerry Weinberg about the concepts behind his new book, *Perfect Software: And Other Illusions About Testing*. Jerry comments,

“Perfect software is indeed impossible, and even if we had it, we'd have no way of knowing. The Laws of Thermodynamics tell us why it's impossible, but that doesn't prevent lots of people from believing it's possible -- just like many people believe perpetual motion machines are possible.

“The book elaborates on this and many other illusions about testing -- why people continue to believe them, what kinds of trouble they cause, and what can be done to mitigate that trouble.”

Read the interview, two posts on AgileThinkers.com: <http://www.agilethinkers.com/2008/07/jerry-weinberg.html> and <http://www.agilethinkers.com/2008/07/jerry-weinber-1.html>

Read more about *Perfect Software: And Other Illusions About Testing*: <http://www.dorsethouse.com/books/perf.html>

DeMarco on the Fourth Pillar [Computerworld]

Building on his new book *Adrenaline Junkies and Template Zombies*, Tom DeMarco published a piece in *Computerworld*:

“Consider the assertion that the performance of your organization stands on four pillars: proficiency, velocity, agility and corporate culture. . . .

“All of these are important, but the great body of management literature, standards and training materials is focused only on the first. . . . So a great tome about proficiency might end with the observation, ‘All the stuff

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I've been writing about has to be done quickly, of course, and you may need to switch gears along the way. Oh, and by the way, if your corporate culture won't allow change, you're screwed."

Read the full article on Computerworld.com:
June 23, 2008: "Does your corporate culture reward adrenaline junkies and template zombies?
A new book looks at the effects of projects' hidden rules."
Download sample chapters from *Adrenaline Junkies and Template Zombies*:
<http://www.dorsethouse.com/books/ajtz.html>

Toronto, July 17: Weinberg's New Day at CAST 2008

We had a blast at Jerry Weinberg's sold-out tutorial at CAST 2008:

"The Association for Software Testing announced Monday an update to its traditional 3-day conference program -- a fourth day.

"The decision came from conference organizers on Monday because of demand for Jerry Weinberg's Monday, July 14 tutorial titled 'The Tester's Communication Clinic,' which sold out last week. Weinberg has agreed to host the tutorial again on Thursday, July 17.

"Weinberg, who many consider the software testing industry's first tester, has a 50-year track record of influencing the craft of exposing bugs and issues in software. Among his notable accomplishments was establishing the first separate software testing group, aiding in producing life-critical software for Project Mercury."

Read the full article on CNBC.com: <http://www.cnbc.com/id/25091786/>
Read about Jerry's forthcoming Dorset House title: *Perfect Software: And Other Illusions About Testing*:
<http://www.dorsethouse.com/books/perf.html>

Computing Reviews: *Adrenaline Junkies and Template Zombies*

Andrew R. Huber reviewed the new book by Tom DeMarco and his partners -- *Adrenaline Junkies and Template Zombies* -- in *Computing Reviews*, a publication of the ACM:

". . . a quick and entertaining read, with the underlying purpose of improving projects. Anyone who has worked or will work on just about any kind of project will find it useful and insightful. If you can't always emulate the good patterns and avoid the bad, at least you can see if you are in good -- or bad -- company."

Read the full review on the ACM's computingreviews.com:
http://www.computingreviews.com/review/review_review.cfm?review_id=135631&listname=highlight
Read more about *Adrenaline Junkies and Template Zombies*: <http://www.dorsethouse.com/books/ajtz.html>

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