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Winning with Software: An Executive Strategy (2nd Edition)

Watts S. Humphrey

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Winning with Software: An Executive Strategy (2nd Edition) Watts S. Humphrey
"Every senior executive needs to read this book."
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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 to gain control of a software operation and transform it into a professional, businesslike engineering function. Failure to recognize the importance of software, and to take charge of its development process, runs the risk of damaging the entire business. By contrast, Humphrey relates the substantial benefits real organizations have obtained from such awareness and control, and he concludes with an analysis of the impressive financial returns the recommended transformations typically yield.
"This is a great book that will play a valuable role. It has excellent anecdotes that illustrate the points being made, as well as good examples depicting the problems faced by teams and managers. I look forward to sharing it with my colleagues."
--Steven Sliwa, President & CEO, Insitu Group Inc. and former President of Embry-Riddle University

"The logical approach, the high level explanations, and the application of real-life experiences make the book not only credible but easily understood. If a large number of CEOs don't at least try out the book's concepts, I will be greatly surprised."

--David Webb Software Engineering Project Manager, Hill Air Force Base

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