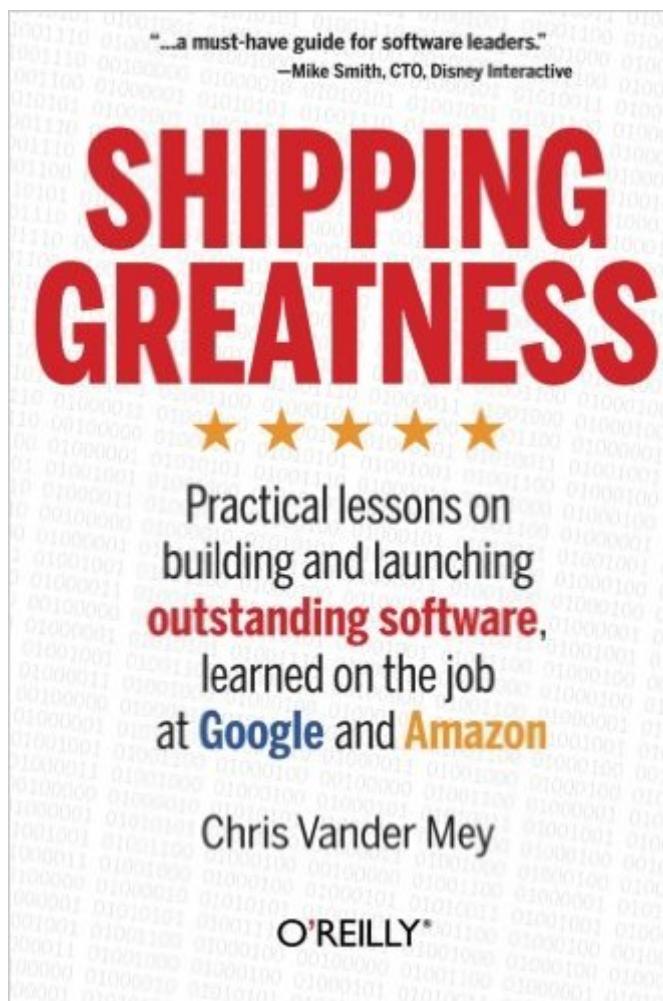


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# Shipping Greatness: Practical Lessons On Building And Launching Outstanding Software, Learned On The Job At Google And



## Synopsis

Need a shortcut to a degree in shipping great software? Successful team leaders must have an extremely broad skill set to find the right product, work through a complex and ever-changing development process, and do it all incredibly quickly. In this guide, Chris Vander Mey provides a simplified, no-BS approach to the entire software lifecycle, distilled from lessons he learned as a manager at and Google. In the first part of the book, you'll learn a step-by-step shipping process used by many of the best teams at Google and . Part II shows you the techniques, best practices, and skills you need to face an array of challenges in product, program, project, and engineering management. Clearly define your product and develop your mission and strategy. Assemble your team and understand enough about systems to communicate with them. Create a beautiful, intuitive, and simple user experience. Track your team's deliverables and closely manage the testing process. Communicate clearly to gracefully handle requests, senior-management interactions, and feedback from various sources. Build metrics to track progress, spot problems, and celebrate success. Stick to your launch checklist and plan for marketing and PR.

## Book Information

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## Customer Reviews

In the interest of Federal Trade Commission guidelines and covering my legal bases, I got this book free of charge via my involvement in the O'Reilly Media Blogger Review Program. That said, this review is entirely my opinion, after my reading of the book. I would also like to assure everyone that I was not paid to give any particular rating to the work, and that my rating is my personal

choice. Now let's get to the good stuff, which is the review itself. If a university ever decided to teach a course on shipping great software, I enthusiastically nominate Chris Vander Mey for professor. After all, this book is practically a course already, with the added benefit of being speedy and concise. Within its pages, you'll find not just the attitudes you need to build and launch outstanding software, but also the specific frameworks, along with the things you need to get done at each stage. It will also arm you with a load of examples for your benefit, including some cases from Vander Mey's own work at and Google. More than that, Chris will be with you every step of the way, from the moment you begin to define the right product, all the way to dealing with crises during launch. At each stage of the process, he'll first show you the scaffolding you need to get in place, and then end strong by teaching you how to turn good to great. In terms of the writing style, the attention to detail is sure to appeal to the analytic techies out there. Even if you're a veteran at the process, this book still has enough substance to make you feel at home. Even so, the simplicity of presentation will surely resound with anyone at any level. Nowhere did the author cram the book with too much jargon, so even the newbies will find themselves comfortable.

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