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Getting Real by 37Signals (Book review)

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Getting Real: The smarter, faster, easier way to build a ...

Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application: Fried, Jason, Heinemeier Hansson, David, Linderman, Matthew: 9780578012810: Amazon.com: Books.

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Getting Real: the smarter, faster, easier way to Build a Successful Web Application by Jason Fried, 37 Signals, David Heinemeier Hansson and Matthew Linderman (2009, Trade Paperback / Trade Paperback)

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Getting Real: The smarter, faster, easier way to build a successful web application Paperback – 3 Aug. 2006 by 37signals 37signals (Author), Jason Fried (Author)

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Getting Real is about skipping all the stuff that represents real (charts, graphs, boxes, arrows, schematics, wireframes, etc.) and actually building the real thing. "You take too much of a black and white view." If our tone seems too know-it-allish, bear with us.

Getting Real (□□)

Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application Paperback – 18 November 2009. by 37signals (Author), Jason Fried (Author) > Visit Amazon's Jason Fried Page. Find all the books, read about the

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Getting Real: The Smarter, Faster, Easier Way to Build a Web Application by 37 Signals 9,476 ratings, 4.00 average rating, 269 reviews Getting Real Quotes Showing 1-15 of 15 "Be a surfer.

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Getting Real: The smarter, faster, easier way to build a successful web application
Jason Fried, Heinemeier David Hansson, Matthew Linderman Getting Real details the business, design, programming, and marketing principles of 37signals.

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"Go with a briefer alternative that moves you toward something real. Write a one page story about what the app needs to do. Use plain language and make it quick. If it takes more than a page to explain it, then it's too complex." Then proceed as described in From Idea to Implementation. Misc. "Make half the day alone time."

Review: Getting Real: The Smarter, Faster, Easier Way to ...

Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application. Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas.

Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of

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view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas. Anyone working on a web app - including entrepreneurs, designers, programmers, executives, or marketers - will find value and inspiration in this book. 37signals used the Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no outside funding, no debt, and only 7 people (distributed across 7 time zones). Over 500,000 people around the world use these applications to get things done. Now you can find out how they did it and how you can do it too. It's not as hard as you think if you Get Real.

NEW YORK TIMES BESTSELLER □ From the author of *The Power of Habit* comes a fascinating book that explores the science of productivity, and why managing how you think is more important than what you think—with an appendix of real-world lessons to apply to your life. At the core of *Smarter Faster Better* are eight key productivity concepts—from motivation and goal setting to focus and decision making—that explain why some people and companies get so much done. Drawing on the latest findings in neuroscience, psychology, and behavioral economics—as well as the experiences of CEOs, educational reformers, four-star generals, FBI agents, airplane pilots, and Broadway songwriters—this painstakingly researched book explains that the most productive people, companies, and organizations don't merely act differently. They view the world, and their choices, in profoundly

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different ways. A young woman drops out of a PhD program and starts playing poker. By training herself to envision contradictory futures, she learns to anticipate her opponents' missteps—and becomes one of the most successful players in the world. A group of data scientists at Google embark on a four-year study of how the best teams function, and find that how a group interacts is more important than who is in the group—a principle, it turns out, that also helps explain why Saturday Night Live became a hit. A Marine Corps general, faced with low morale among recruits, reimagines boot camp—and discovers that instilling a “bias toward action” can turn even the most directionless teenagers into self-motivating achievers. The filmmakers behind Disney's Frozen are nearly out of time and on the brink of catastrophe—until they shake up their team in just the right way, spurring a creative breakthrough that leads to one of the highest-grossing movies of all time. What do these people have in common? They know that productivity relies on making certain choices. The way we frame our daily decisions; the big ambitions we embrace and the easy goals we ignore; the cultures we establish as leaders to drive innovation; the way we interact with data: These are the things that separate the merely busy from the genuinely productive. In *The Power of Habit*, Pulitzer Prize-winning journalist Charles Duhigg explained why we do what we do. In *Smarter Faster Better*, he applies the same relentless curiosity, deep reporting, and rich storytelling to explain how we can improve at the things we do. It's a groundbreaking exploration of the science of productivity, one that can help anyone learn to succeed with less stress and struggle, and to get more done

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without sacrificing what we care about most—to become smarter, faster, and better at everything we do.

Rework shows you a better, faster, easier way to succeed in business. Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses. What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you. With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

Save time and money in building, marketing and promoting your business With huge recent shifts in the way enterprises are built, marketed, and monetized, these

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are "wild west" times for business. In this new landscape, entrepreneurs and small business owners actually have an edge in marketing without spinning their wheels or going broke. Smarter, Faster, Cheaper gives you an innovative, approachable new guide on how to market, promote and improve your business drawing on real world examples and offering practical advice as opposed to fluffy theory. It presents a complete roadmap for marketing and promoting your business with the latest techniques. Draws from author David Siteman Garland's extensive experiences as a successful entrepreneur Based on countless interviews with successful leaders, including conversations with entrepreneurs and owners of businesses large and small Strategies and ideas are easy to understand, digest, and immediately put to use From learning when to skimp and when to splurge to mastering the art of online schmoozing, Smarter, Faster, Cheaper will save you time, money, and aggravation whether you're building your tenth business or your first.

From the Foreword: "This book lays out much of what we've learned at AT&T about SDN and NFV. Some of the smartest network experts in the industry have drawn a map to help you navigate this journey. Their goal isn't to predict the future but to help you design and build a network that will be ready for whatever that future holds. Because if there's one thing the last decade has taught us, it's that network

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demand will always exceed expectations. This book will help you get ready."

—Randall Stephenson, Chairman, CEO, and President of AT&T "Software is changing the world, and networks too. In this in-depth book, AT&T's top networking experts discuss how they're moving software-defined networking from concept to practice, and why it's a business imperative to do this rapidly." —Urs Hölzle, SVP Cloud Infrastructure, Google "Telecom operators face a continuous challenge for more agility to serve their customers with a better customer experience and a lower cost. This book is a very inspiring and vivid testimony of the huge transformation this means, not only for the networks but for the entire companies, and how AT&T is leading it. It provides a lot of very deep insights about the technical challenges telecom engineers are facing today. Beyond AT&T, I'm sure this book will be extremely helpful to the whole industry." —Alain Maloberti, Group Chief Network Officer, Orange Labs Networks "This new book should be read by any organization faced with a future driven by a "shift to software." It is a holistic view of how AT&T has transformed its core infrastructure from hardware based to largely software based to lower costs and speed innovation. To do so, AT&T had to redefine their technology supply chain, retrain their workforce, and move toward open source user-driven innovation; all while managing one of the biggest networks in the world. It is an amazing feat that will put AT&T in a leading position for years to come." —Jim Zemlin, Executive Director, The Linux Foundation This book is based on the lessons learned from AT&T's software transformation journey starting in 2012 when rampant traffic growth necessitated a change in network

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architecture and design. Using new technologies such as NFV, SDN, Cloud, and Big Data, AT&T's engineers outlined and implemented a radical network transformation program that dramatically reduced capital and operating expenditures. This book describes the transformation in substantial detail. The subject matter is of great interest to telecom professionals worldwide, as well as academic researchers looking to apply the latest techniques in computer science to solving telecom's big problems around scalability, resilience, and survivability.

Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller *Rework*, are back with a manifesto to combat all your modern workplace worries and fears.

A new edition, packed with even more clever tricks and methods that make everyday life easier *Lifhackers* redefine personal productivity with creative and clever methods for making life easier and more enjoyable. This new edition of a perennial bestseller boasts new and exciting tips, tricks, and methods that strike a perfect balance between current technology and common sense solutions for getting things done. Exploring the many ways technology has changed since the previous edition, this new edition has been updated to reflect the latest and greatest in technological and personal productivity. The new "hacks" run the gamut of working with the latest Windows and Mac operating systems for both Windows and Apple, getting more done with smartphones and their operating systems, and

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dealing with the evolution of the web. Even the most tried-and-true hacks have been updated to reflect the contemporary tech world and the tools it provides us. Technology is supposed to make our lives easier by helping us work more efficiently. *Lifehacker: The Guide to Working Smarter, Faster, and Better*, Third Edition is your guide to making that happen!

The classic guide to working from home and why we should embrace a virtual office, from the bestselling authors of *Rework* “A paradigm-smashing, compulsively readable case for a radically remote workplace.”—Susan Cain, *New York Times* bestselling author of *Quiet* Does working from home—or anywhere else but the office—make sense? In *Remote*, Jason Fried and David Heinemeier Hansson, the founders of Basecamp, bring new insight to the hotly debated argument. While providing a complete overview of remote work’s challenges, Jason and David persuasively argue that, often, the advantages of working “off-site” far outweigh the drawbacks. In the past decade, the “under one roof” model of conducting work has been steadily declining, owing to technology that is rapidly creating virtual workspaces. Today the new paradigm is “move work to the workers, rather than workers to the workplace.” Companies see advantages in the way remote work increases their talent pool, reduces turnover, lessens their real estate footprint, and improves their ability to conduct business across multiple time zones. But what about the workers? Jason and David point out that remote work means working at the best job (not just one that is nearby) and achieving a harmonious work-life

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balance while increasing productivity. And those are just some of the perks to be gained from leaving the office behind. Remote reveals a multitude of other benefits, along with in-the-trenches tips for easing your way out of the office door where you control how your workday will unfold. Whether you're a manager fretting over how to manage workers who "want out" or a worker who wants to achieve a lifestyle upgrade while still being a top performer professionally, this book is your indispensable guide.

Written by the experts at 37signals, this book shows hundreds of real-world examples from companies like Amazon, Google, and Yahoo that show the right (and wrong) ways to get defensive. Readers will learn 40 guidelines to prevent errors and rescue customers if a breakdown occurs. They'll also explore how to evaluate their own site's defensive design and improve it over the long term.

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