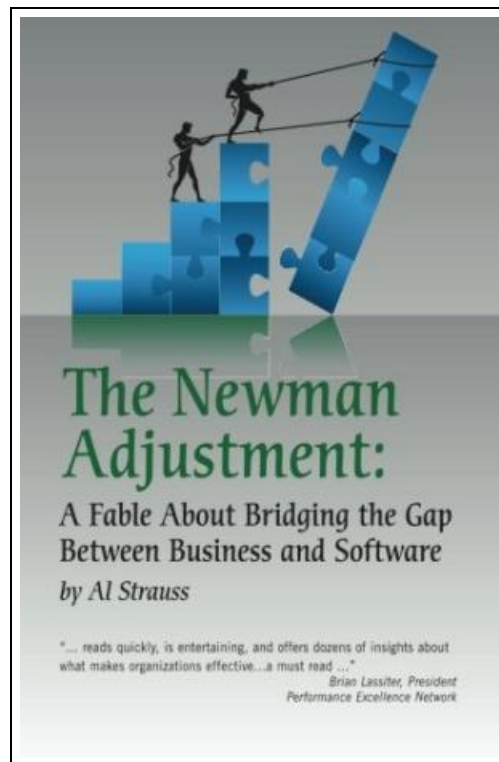


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THE NEWMAN ADJUSTMENT: A FABLE ABOUT BRIDGING THE GAP BETWEEN BUSINESS AND SOFTWARE (PAPERBACK)



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Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Newman Adjustment: A Fable About Bridging The Gap Between Business And Software shows how a company can improve its return on software investment by aligning both its software staff with the needs of the business and the business staff with the software staff. The book is designed for busy business and technical professionals and can be read quickly. Despite its brevity, it delivers numerous ideas and tactics that will help companies improve productivity and avoid miscommunication, low morale, cost overruns, delays, failure to live up to expectations and lost opportunities. John Newman is an experienced application developer who is starting a new job with TypTown, a company that is prospering in part because it knows the strategic value of aligning the software staff with the rest of the business. Follow John s journey as he undergoes a series of events that challenges and changes his views about his profession and how he learns - and practices - the lessons of alignment. . . reads quickly, is entertaining, and offers dozens of insights about what makes organizations effective.a must read . - Brian Lassiter, President, Performance Excellence Network.



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