

Extracted from:

The Passionate Programmer

Creating a Remarkable Career
in Software Development

This PDF file contains pages extracted from The Passionate Programmer, published by the Pragmatic Bookshelf. For more information or to purchase a paperback or PDF copy, please visit <http://www.pragprog.com>.

Note: This extract contains some colored text (particularly in code listing). This is available only in online versions of the books. The printed versions are black and white. Pagination might vary between the online and printer versions; the content is otherwise identical.

Copyright © 2009 The Pragmatic Programmers, LLC.

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form, or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior consent of the publisher.

THE
PASSIONATE
PROGRAMMER

CREATING A **REMARKABLE CAREER**
IN SOFTWARE DEVELOPMENT



CHAD FOWLER

FOREWORD BY DAVID HEINEMEIER HANSSON



Many of the designations used by manufacturers and sellers to distinguish their products are claimed as trademarks. Where those designations appear in this book, and The Pragmatic Programmers, LLC was aware of a trademark claim, the designations have been printed in initial capital letters or in all capitals. The Pragmatic Starter Kit, The Pragmatic Programmer, Pragmatic Programming, Pragmatic Bookshelf and the linking g device are trademarks of The Pragmatic Programmers, LLC.

Every precaution was taken in the preparation of this book. However, the publisher assumes no responsibility for errors or omissions, or for damages that may result from the use of information (including program listings) contained herein.

Our Pragmatic courses, workshops, and other products can help you and your team create better software and have more fun. For more information, as well as the latest Pragmatic titles, please visit us at

<http://www.pragprog.com>

Copyright © 2009 Chad Fowler.

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form, or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior consent of the publisher.

Printed in the United States of America.

ISBN-10: 1-934356-34-4

ISBN-13: 978-1-934356-34-0

Printed on acid-free paper.

P1.0 printing, April 2009

Version: 2009-5-8

Contents

Foreword	12
Acknowledgments	13
Introduction	15
Part I—Choosing Your Market	22
1. Lead or Bleed?	25
2. Supply and Demand	29
3. Coding Don't Cut It Anymore	33
4. Be the Worst	36
5. Invest in Your Intelligence	39
6. Don't Listen to Your Parents	43
7. Be a Generalist	48
8. Be a Specialist	53
9. Don't Put All Your Eggs in Someone Else's Basket	56
10. Love It or Leave It	58
Part II—Investing in Your Product	64
11. Learn to Fish	67
12. Learn How Businesses Really Work	70
13. Find a Mentor	72
14. Be a Mentor	76
15. Practice, Practice, Practice	78
16. The Way That You Do It	83
17. On the Shoulders of Giants	86
18. Automate Yourself into a Job	89
Part III—Executing	96
19. Right Now	98
20. Mind Reader	100
21. Daily Hit	103

22. Remember Who You Work For	105
23. Be Where You're At	108
24. How Good a Job Can I Do Today?	111
25. How Much Are You Worth?	114
26. A Pebble in a Bucket of Water	117
27. Learn to Love Maintenance	120
28. Eight-Hour Burn	124
29. Learn How to Fail	127
30. Say "No"	130
31. Don't Panic	133
32. Say It, Do It, Show It	137
Part IV—Marketing... Not Just for Suits	145
33. Perceptions, Perschmeptions	148
34. Adventure Tour Guide	151
35. Me Rite Reel Nice	154
36. Being Present	156
37. Suit Speak	160
38. Change the World	162
39. Let Your Voice Be Heard	164
40. Build Your Brand	168
41. Release Your Code	170
42. Remarkability	173
43. Making the Hang	176
Part V—Maintaining Your Edge	181
44. Already Obsolete	183
45. You've Already Lost Your Job	186
46. Path with No Destination	188
47. Make Yourself a Map	190
48. Watch the Market	192
49. That Fat Man in the Mirror	194
50. The South Indian Monkey Trap	197
51. Avoid Waterfall Career Planning	201
52. Better Than Yesterday	204
53. Go Independent	208

Have Fun	212
Resources	213

The Pragmatic Bookshelf

The Pragmatic Bookshelf features books written by developers for developers. The titles continue the well-known Pragmatic Programmer style and continue to garner awards and rave reviews. As development gets more and more difficult, the Pragmatic Programmers will be there with more titles and products to help you stay on top of your game.

Visit Us Online

The Passionate Programmer's Homepage

<http://pragprog.com/titles/cfcar2>

Source code from this book, errata, and other resources. Come give us feedback, too!

Register for Updates

<http://pragprog.com/updates>

Be notified when updates and new books become available.

Join the Community

<http://pragprog.com/community>

Read our weblogs, join our online discussions, participate in our mailing list, interact with our wiki, and benefit from the experience of other Pragmatic Programmers.

New and Noteworthy

<http://pragprog.com/news>

Check out the latest pragmatic developments, new titles and other offerings.

Buy the Book

If you liked this eBook, perhaps you'd like to have a paper copy of the book. It's available for purchase at our store: pragprog.com/titles/cfcar2.

Contact Us

Online Orders:	www.pragprog.com/catalog
Customer Service:	support@pragprog.com
Non-English Versions:	translations@pragprog.com
Pragmatic Teaching:	academic@pragprog.com
Author Proposals:	proposals@pragprog.com
Contact us:	1-800-699-PROG (+1 919 847 3884)