

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 © 2010 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 Pragmatic Bookshelf

Dallas, Texas • Raleigh, North Carolina

# 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, PragProg 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://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-13: 978-1-934356-34-0

Printed on acid-free paper.

Book version: P6.0—June 2012

# Contents

---

<a href="#">Foreword</a>	?
<a href="#">Acknowledgments</a>	?
<a href="#">Introduction</a>	?

## Part I — Choosing Your Market

<a href="#">Tip 1. Lead or Bleed?</a>	?
<a href="#">Tip 2. Supply and Demand</a>	?
<a href="#">Tip 3. Coding Don't Cut It Anymore</a>	?
<a href="#">Tip 4. Be the Worst</a>	?
<a href="#">Tip 5. Invest in Your Intelligence</a>	?
<a href="#">Tip 6. Don't Listen to Your Parents</a>	?
<a href="#">Tip 7. Be a Generalist</a>	?
<a href="#">Tip 8. Be a Specialist</a>	?
<a href="#">Tip 9. Don't Put All Your Eggs in Someone Else's Basket</a>	?
<a href="#">Tip 10. Love It or Leave It</a>	?

## Part II — Investing in Your Product

<a href="#">Tip 11. Learn to Fish</a>	?
<a href="#">Tip 12. Learn How Businesses Really Work</a>	?
<a href="#">Tip 13. Find a Mentor</a>	?
<a href="#">Tip 14. Be a Mentor</a>	?
<a href="#">Tip 15. Practice, Practice, Practice</a>	?
<a href="#">Tip 16. The Way That You Do It</a>	?
<a href="#">Tip 17. On the Shoulders of Giants</a>	?
<a href="#">Tip 18. Automate Yourself into a Job</a>	?

### Part III — Executing

Tip 19. Right Now	?
Tip 20. Mind Reader	?
Tip 21. Daily Hit	?
Tip 22. Remember Who You Work For	?
Tip 23. Be Where You're At	?
Tip 24. How Good a Job Can I Do Today?	?
Tip 25. How Much Are You Worth?	?
Tip 26. A Pebble in a Bucket of Water	?
Tip 27. Learn to Love Maintenance	?
Tip 28. Eight-Hour Burn	?
Tip 29. Learn How to Fail	?
Tip 30. Say "No"	?
Tip 31. Don't Panic	?
Tip 32. Say It, Do It, Show It	?

### Part IV — Marketing... Not Just for Suits

Tip 33. Perceptions, Perschmeptions	?
Tip 34. Adventure Tour Guide	?
Tip 35. Me Rite Reel Nice	?
Tip 36. Being Present	?
Tip 37. Suit Speak	?
Tip 38. Change the World	?
Tip 39. Let Your Voice Be Heard	?
Tip 40. Build Your Brand	?
Tip 41. Release Your Code	?
Tip 42. Remarkability	?
Tip 43. Making the Hang	?

### Part V — Maintaining Your Edge

Tip 44. Already Obsolete	?
Tip 45. You've Already Lost Your Job	?
Tip 46. Path with No Destination	?
Tip 47. Make Yourself a Map	?
Tip 48. Watch the Market	?
Tip 49. That Fat Man in the Mirror	?
Tip 50. The South Indian Monkey Trap	?
Tip 51. Avoid Waterfall Career Planning	?

Tip 52. Better Than Yesterday	?
Tip 53. Go Independent	?
Have Fun	?
Resources	?