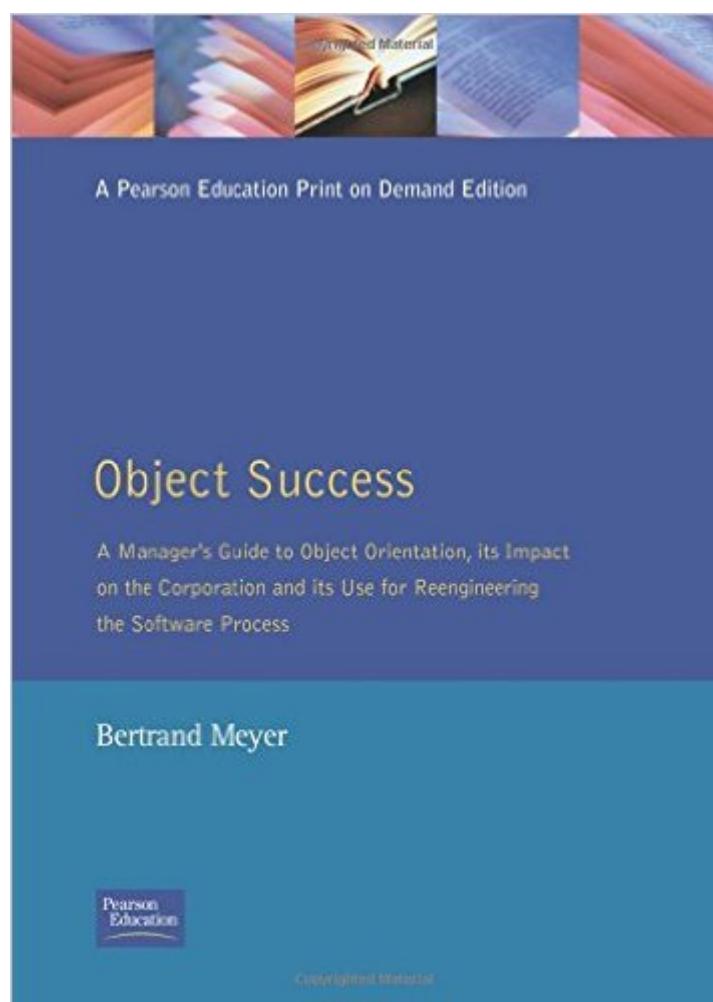


The book was found

# Object Success : A Manager's Guide To Object-Oriented Technology And Its Impact On The Corporation (Object-Oriented Series)



## Synopsis

Presents object technology in a plain way, free of hype and technical jargon, and describes in detail how objects affect the software construction process, and what aspects of the business it does not affect. Sets precise expectations as to what a business can and cannot get from the transition to objects. Focuses on the impact of object technology on a corporation. Presents a coherent view of the new software lifecycle, and describes the cluster model, supporting reusability and flexibility. Provides concrete, directly usable information on how best to plan the transition, and what pitfalls to avoid. For managers, it will provide them with hundreds of practical tips on how to use object technology to a company's best advantage.

## Book Information

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## Customer Reviews

I now find it is smart business to buy a copy of this book and give it to each prospective client who needs to know why the software industry is on fire on the subject of object-oriented software development. A non-technical manager can read this book and understand object-orientation sometimes better than some of the Techs he or she manages! So a technical manager had better read this book before the boss gets handed a copy by someone else.

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