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Getting Real The Smarter Faster

Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application [Fried, Jason, Heinemeier Hansson, David, Linderman, Matthew] on Amazon.com. *FREE* shipping on qualifying offers. Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application

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Getting Real. A must read for anyone building a web app. Getting Real is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This isn't 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 ...

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By Jason Fried - Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application (10/19/09) Paperback - October 19, 2009 by Jason Fried (Author)

By Jason Fried - Getting Real: The Smarter, Faster, Easier ...

Getting Real gets you there faster. And that means you're making software decisions based on the real thing instead of abstract notions. Finally, Getting Real is an approach ideally suited to web-based software. The old school model of shipping software in a box and then waiting a year or two to deliver an update is fading away.

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Getting Real. The smarter, faster, easier way to build a successful web application. by Basecamp

Getting Real - Basecamp

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."

Getting Real ()

Getting Real: The smarter, faster, easier way to build a successful web application Paperback - Aug. 3 2006 by 37signals 37signals (Author), Jason Fried (Author), David Heinemeier Hansson (Author), 4.4 out of 5 stars 69 ratings See all formats and editions

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

Getting real : the smarter, faster, easier way to build a successful web application. [37signals (Firm);] -- Getting Real details the business, design, programming, and marketing principles of 37signals.

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