

## Getting Real The Smarter Faster Easier Way To Build A Successful Web Application

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### Getting Real The Smarter Faster

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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Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application. Paperback - January 1, 2006. by Jason Fried (Author) › Visit Amazon's Jason Fried Page. Find all the books, read about the author, and more. See search results for this author.

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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. [37signals (Firm);] -- Getting Real details the business, design, programming, and marketing principles of 37signals.

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"Go with a briefer alternative that moves you toward something real. Write a one page story about what the app needs to do. Use plain language and make it quick. If it takes more than a page to explain it, then it's too complex." Then proceed as described in From Idea to Implementation. Misc. "Make half the day alone time."

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

Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application. Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas.

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