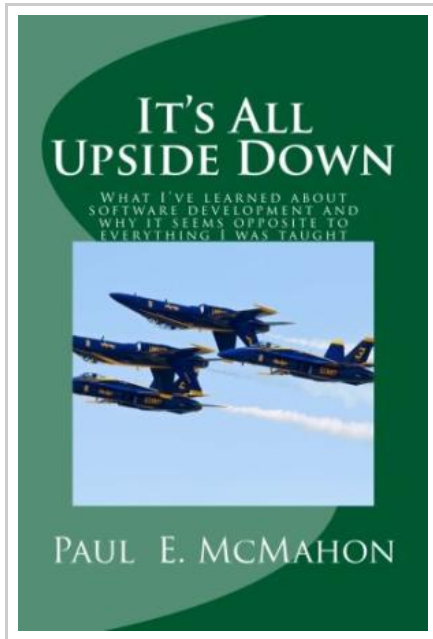




## Its All Upside Down: What Ive learned about software development and why it seems opposite to everything I was taught

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By Paul E. McMahon

PEM Systems. Paperback. Condition: New. 216 pages.  
Dimensions: 9.0in. x 6.0in. x 0.5in. In this book I provide true software development stories that may challenge long held thinking. I highlight 26 upside down principles along with upside down principle clarifying thoughts. At the end of each story you will find extended clarifying thoughts in the upside down principle summary sections. I also highlight 18 coaching tips that can help you get your organization right side up with respect to performance. If you are wondering if a book that highlights coaching tips is for you, it is. I believe everyone in an organization should view themselves as a coach. In order to help coaches everywhere, in Part II of the book I have framed the highlighted principles and coaching tips that have materialized from my stories within a framework I like to use called Essence. I find Essence to be a remarkably straightforward medium for communicating software development practices and fostering collaboration, even among non-technical stakeholders. If you have not heard of Essence yet, you have probably heard of the foundation from which it evolved, which I explain further in Part II. I explain in the introduction how Essence relates to my...



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