Amplifying Your Effectiveness

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". . . can help you master your own fate and become a more productive employee, team member, and team leader. . . . clear and on target. . . . I enjoyed this book's firsthand accounts of projects. . . . It's the kind of book you'll want to share with others in your organization."

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About the Editors

A highly influential lecturer and consultant, Gerald M. Weinberg is author, coauthor, or editor of several popular Dorset House books.

Tester, developer, speaker, consultant, and writer James Bach is founder and principal of Satisfice, Inc., based in Front Royal, Virginia.

Popular speaker and consultant Naomi Karten offers people-oriented perspectives and practical techniques. She is the author of *Communication Gaps and How to Close Them* and *Managing Expectations,* both published by Dorset House.

Partial Contents

Amplifying Your Effectiveness

Collected Essays

edited by Gerald M. Weinberg, James Bach, *and* Naomi Karten

Explore the People-Oriented Challenges That Software Engineers Must Master

Gerald M. Weinberg, James Bach, Naomi Karten, and a group of successful software consultants present powerful ideas on how software engineers and managers can amplify their professional effectiveness—as individuals, as members of teams, and as members of organizations.

The collected essays address diverse topics in personal empowerment, interpersonal interaction, mastering projects, and changing the organization.
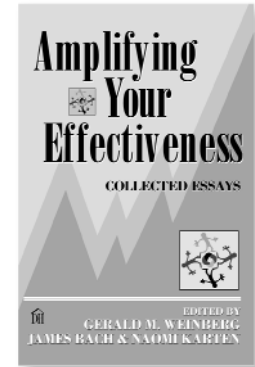
Contributors include James Bach, Marie Benesh, Rick Brenner, Esther Derby, Kevin Fjelsted, Don Gray, Naomi Karten, Bob King, Pat Medvick, Brian Pioreck, Ken Roberts, Sharon Marsh Roberts, Johanna Rothman, Steve Smith, Eileen Strider, Gerald M. Weinberg, and Becky Winant.

The idea for this collection arose out of a brainstorming session for the inaugural Amplifying Your Effectiveness Conference (AYE), in 2000, for which the contributing authors served as hosts. Like the book, this annual conference is designed to help technical people become more effective individually, within a team, and within an organization. For details on the next AYE Conference, visit www.ayeconference.com.

The variety of techniques and perspectives represented in the book will help you amplify your effectiveness—whether or not you attend the live event.

Read more about this book at
www.dorsethouse.com/books/aye.html