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Hello, Startup: A Programmer's Guide to Building Products ...

He is the founder of Atomic Squirrel, a company that helps startups get off the ground, and the author of Hello, Startup: A Programmer's Guide to Building Products, Technologies, and Teams. Previously, he worked as a software engineer at LinkedIn, TripAdvisor, Cisco Systems, and Thomson Financial and got his BS and Masters at Cornell University.

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teach you how to build

This book is the "Hello, World" tutorial for building products, technologies, and teams in a startup environment. It's based on the experiences of the author, Yevgeniy (Jim) Brikman, as well as interviews with programmers from some of the most successful startups of the last decade, including Google, Facebook, LinkedIn, Twitter, GitHub, Stripe, Instagram, AdMob, Pinterest, and many others. Hello, Startup is a practical, how-to guide that consists of three parts: Products, Technologies, and Teams. Although at its core, this is a book for programmers, by programmers, only Part II (Technologies) is significantly technical, while the rest should be accessible to technical and non-technical audiences alike. If you're at all interested in startups—whether you're a programmer at the beginning of your career, a seasoned developer bored with large company politics, or a manager looking to motivate your engineers—this book is for you.

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: \* You don't have \$6M of investor funds sitting in your bank account \* You're not going to relocate to the handful of startup hubs in the world \* You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

Terraform has become a key player in the DevOps world for defining, launching, and managing infrastructure as code (IaC) across a variety of cloud and virtualization platforms, including AWS, Google Cloud, Azure, and more. This hands-on second edition, expanded and thoroughly updated for Terraform version 0.12 and beyond, shows you the fastest way to get up and running. Gruntwork cofounder Yevgeniy (Jim) Brikman walks you through code examples that demonstrate Terraform's simple, declarative programming language for deploying and managing infrastructure with a few commands. Veteran sysadmins, DevOps engineers, and novice developers will quickly go from Terraform basics to running a full stack that can support a massive amount of traffic and a large team of developers. Explore changes from Terraform 0.9 through 0.12, including backends, workspaces, and first-class expressions Learn how to write production-grade Terraform modules Dive into manual and automated testing for Terraform code Compare Terraform to Chef, Puppet, Ansible, CloudFormation, and Salt Stack Deploy server clusters, load balancers, and databases Use Terraform to manage the state of your infrastructure Create reusable infrastructure with Terraform modules Use advanced Terraform syntax to achieve zero-downtime deployment

Master the Android mobile development platform Build compelling Java-based mobile applications using the Android SDK and the Eclipse open-source software development platform. Android: A Programmer's Guide shows you, step-by-step, how to download and set up all of the necessary tools, build and tune dynamic Android programs, and debug your results. Discover how to provide web and chat functions, interact with the phone dialer and GPS devices, and access the latest

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You can change your company's culture. Organizational culture often feels like something that has a life of its own. But leaders are the stewards of a company's culture and have the power to shape and even change it. If you read nothing else on building a better organizational culture, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you identify where your culture can be improved, communicate change, and anticipate and address implementation challenges. This book will inspire you to: See what your company culture is currently like--and what it could be Explore your company's emotional culture Gather input on what needs to be fixed or initiated Improve collaboration Foster a culture of trust Articulate the new culture's mission, values, and expectations Deal with resistance and roadblocks This collection of articles includes "The Leader's Guide to Corporate Culture," by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; "Manage Your Emotional Culture," by Sigal Barsade and Olivia A. O'Neill; "The Neuroscience of Trust," by Paul J. Zak; "Creating a Purpose-Driven Organization," by Robert E. Quinn and Anjan V. Thakor; "Creating the Best Workplace on Earth," by Rob Goffee and Gareth Jones; "Cultural Change That Sticks," by Jon R. Katzenbach, Ilona Steffen, and Caroline Kronley; "How to Build a Culture of Originality," by Adam Grant; "When Culture Doesn't Translate," by Erin Meyer; "Culture Is Not the Culprit," by Jay W. Lorsch and Emily Gandhi; "Conquering a Culture of Indecision," by Ram Charan; and "Radical Change, the Quiet Way," by Debra E. Meyerson.

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Love coding? Make your passion your profession with this comprehensive guide that reveals a whole host of careers working with code. Behind the screen of your phone, tablet, computer, or game console lies a secret language that allows it all to work. Computer code has become as integral to our daily lives as reading and writing, even if you didn't know it! Now it's time to plug in and start creating the same technology you're using every day. Covering everything from navigating the maze of computer languages to writing code for games to cyber security and artificial intelligence, So, You Want to Be a Coder? debugs the secrets behind a career in the diverse and state-of-the-art industry. In addition to tips and interviews from industry professionals, So, You Want to Be a Coder? includes inspiring stories from kids who are working with code right now, plus activities, a glossary, and helpful resources to put you on the path to a fun and rewarding career with computer code today!

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Terraform has emerged as a key player in the DevOps world for defining, launching, and managing infrastructure as code (IAC) across a variety of cloud and virtualization platforms, including AWS, Google Cloud, and Azure. This hands-on book is the fastest way to get up and running with Terraform. Gruntwork co-founder Yevgeniy (Jim) Brikman walks you through dozens of code examples that demonstrate how to use Terraform's simple, declarative programming language to deploy and manage infrastructure with just a few commands. Whether you're a novice developer, aspiring DevOps engineer, or veteran sysadmin, this book will take you from Terraform basics to running a full tech stack capable of supporting a massive amount of traffic and a large team of developers. Compare Terraform to other IAC tools, such as Chef, Puppet, Ansible, and Salt Stack Use Terraform to deploy server clusters, load balancers, and databases Learn how Terraform manages the state of your infrastructure and how it impacts file layout, isolation, and locking Create reusable infrastructure with Terraform modules Try out advanced Terraform syntax to implement loops, if-statements, and zero-downtime deployment Use Terraform as a team, including best practices for writing, testing, and versioning Terraform code

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Used by sites as varied as Twitter, GitHub, Disney, and Airbnb, Ruby on Rails is one of the most popular frameworks for developing web applications, but it can be challenging to learn and use. Whether you're new to web development or new only to Rails, Ruby on Rails™ Tutorial, Fourth Edition, is the solution. Best-selling author and leading Rails developer Michael Hartl teaches Rails by guiding you through the development of three example applications of increasing sophistication. The tutorial's examples focus on the general principles of web development needed for virtually any kind of website. The updates to this edition include full compatibility with Rails 5, a division of the largest chapters into more manageable units, and a huge number of new exercises interspersed in each chapter for maximum reinforcement of the material. This indispensable guide provides integrated tutorials not only for Rails, but also for the essential Ruby, HTML, CSS, and SQL skills you need when developing web applications. Hartl explains how each new technique solves a real-world problem, and then he demonstrates it with bite-sized code that's simple enough to understand, yet novel enough to be useful. Whatever your previous web development experience, this book will guide you to true Rails mastery. This book will help you Install and set up your Rails development environment, including pre-installed integrated development environment (IDE) in the cloud Go beyond generated code to truly understand how to build Rails applications from scratch Learn testing and test-driven development (TDD) Effectively use the Model-View-Controller (MVC) pattern Structure applications using the REST architecture Build static pages and transform them into dynamic ones Master the Ruby programming skills all Rails developers need Create high-quality site layouts and data models Implement registration and authentication systems, including validation and secure passwords Update, display, and delete users Upload images in production using a cloud storage service Implement account activation and password reset, including sending email with Rails Add social features and microblogging, including an introduction to Ajax Record version changes with Git and create a secure remote repository at Bitbucket Deploy your applications early and often with Heroku

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