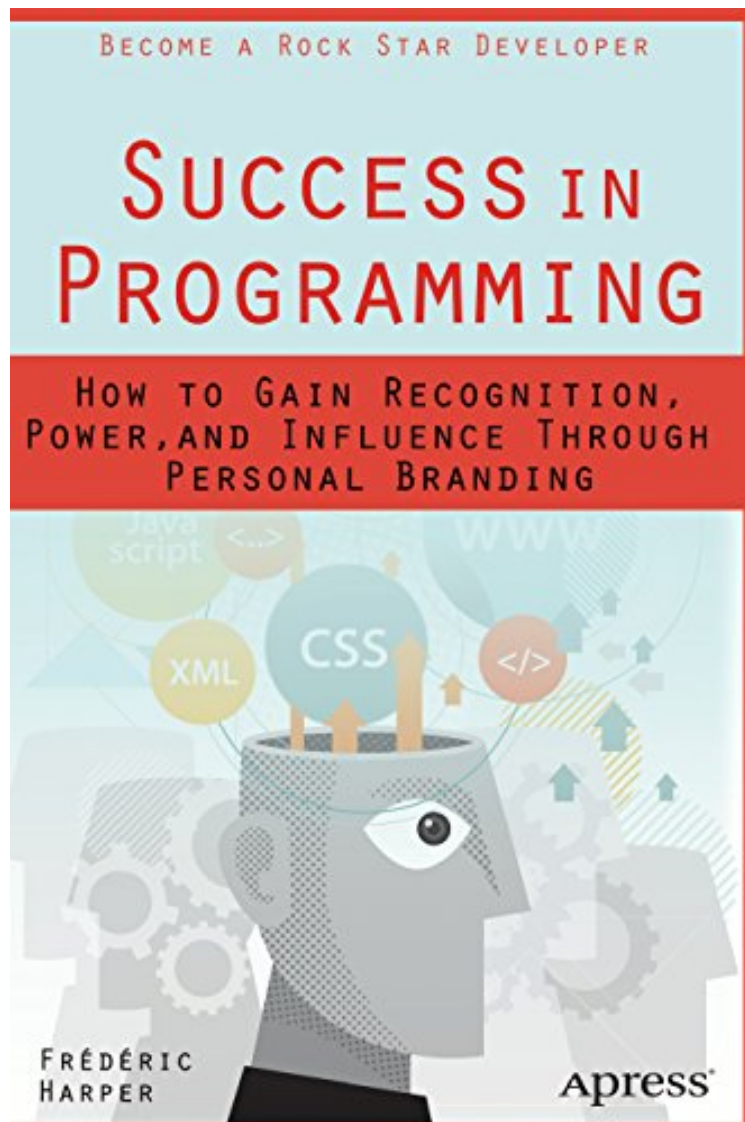


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## Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding

*Frederic Harper*

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**Frederic Harper : Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding** before purchasing it in order to gage whether or not it would be worth my time, and all praised Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding:

0 of 0 people found the following review helpful. Great for Engineers and Evangelists alike.By Dave VoylesFantastic book. Throughout the reading I was consistently motivated and the author provided a flurry of resources to help

developers scale their presence. Extremely useful for developer working not only in evangelism, but Software Engineers as well. If you are looking to grow your brand, teach others, or become a better developer, then I'd highly suggest this book.

2 of 3 people found the following review helpful. A long discussion about building your personal brand

By Jascha Casadio

The good things about IT is that it's not just about learning technical things: a language, a protocol or the rationale behind that new technology everyone is talking about. IT is also about building a team, being a team member and growing both personally and professionally. This means that any decent book store has a section, among the IT books, where we can find titles dedicated to the personal side of the profession. And if, like me, you both love developing and have half a hour commute to get to work, *Success in Programming* is one of those books that you pick up when you see it on that shelf. The title sounds both interesting and relaxing, with no code to try out and focus on. On top of that, it combines several keywords that we all like to hear about us: success, recognition, power and influence. Wise choice, Frederic. You certainly know how to get your book to stand out. While it's certainly easier to get through a book like this, rather than one about GCC optimization, reviewing a title such as *Success in Programming* is harder than it looks since, in the end, each of us feels it in a different way. *De gustibus...* For this reason, I will tackle this by analyzing the book first objectively (as much as I can), that is its content as it is; then subjectively. Here I will share my personal thoughts.

Before getting into the content itself, let's say that *Success in Programming* is well laid out and errors free, suggesting proofreaders did a good job. Don't get me wrong if I highlight this aspect. There are many titles out there with errors already in the preface or the author(s) section, suggesting hurry and/or poor care. That's a little detail that, overall, lowers the value of the product. *Success in Programming* has been written by an ex developer, now evangelist. The author targets developers. Not any developer, but those that are interested in building an important presence in their field, that is, interested in building a personal brand. Those developers that are interested to come up in the results in the first page of a Google search with content that speaks for themselves, highlighting professionalism and quality. We can roughly divide the book into two parts: the first is about what I have just mentioned: what is personal branding, why the reader should care about it and when he should not. The second part of the book does instead explain the many different ways a developer can build that brand, both with and without the social media. The key point of this first part (spoiler!) is motivation. Being motivated drives this process which does not take a week to show results. It takes time and dedication. And a motivation, which can be personal recognition, a better job or a better salary. Frederic makes it clear that building a personal brand is not something for everyone. He is also supported by other professionals, mostly evangelists, who share their ideas and thoughts on specific topics. The second part of the book is instead dedicated to how to build this personal brand. The author divides this in social media and real life personal activities. The former includes how to get the spotlight on Twitter, LinkedIn and GitHub so that Google comes up with many results with your name whenever someone dares searching about you; the latter discusses the importance of nurturing connections and being part of local activities, such as groups dedicated to a particular language or technology and/or taking part to conferences. The author here highlights the importance of talking to people. Talking means connecting and having a strong network is key to getting known and noticed. Frederic here points out the importance to be seen with the big guns of the company, as well as knowing when to say no when people ask for our support. He highlights the importance to optimize time, which is a limited resource, so that it is always spent towards a goal: building a personal brand. A diagram showing how to decide whether to say yes or no when someone comes asking for help really stands out among the content. Time for some personal thought. First thing first, I did not personally like very much the book. It's easy to read and I do agree with most of the content. But still, I don't feel I walk away having learned something. That aforementioned diagram is what caught my attention but I do not share that vision. It feels too Machiavellian. I do agree with the author on the importance of both having a strong profile on LinkedIn and working on open source projects, with GitHub being our card to the public. But throughout the years, I have noticed that their effect is quite relative. A couple of examples: most of the HR professionals hold a degree in psychology, not computer science. They have no idea what a race condition or a decorator is. They do not check what you commit on GitHub and even if they do, they mostly won't be able to understand the goodness of your commits. Most often than not, despite you make it clear in your curriculum that you started open source projects, you are asked, during an interview, if you have ever worked in any open source project. And even technical leads being part of the hiring process won't waste time checking your commits. Similarly, while it is true that LinkedIn nowadays replaced the good old curriculum vitae in PDF format, it is also true that most HR professionals won't get through it and will ask you silly questions whose answers lay there, scrolling down your profile. Frederic says something true: do epic s\*\*\*. If you do it then you aren't likely to pass through the standard hiring process though. If you don't, HR won't waste time with your LinkedIn profile or GitHub page. Wrapping it all up, a well written title. I was expecting something different, though. As usual, you can find more reviews on my personal blog: [...] Feel free to pass by and share your thoughts!

1 of 1 people found the following review helpful. Many developers should read that book

By Pablo Bernardo

What I liked the most about Frederic's book is that you are not reading just another "personal branding" book. He has really been able to focus in an specific group of people: developers. He speaks direct to developers, with a clear approach and specific topics. Frederic shares his experience, other colleagues opinions and favorite tools to help the reader understand how to take care of his

or her digital reputation, their brand. We usually as developers tend to think this is not for us. More a thing for marketing people. But here the author makes evident how taking care may be a huge help for any developer's career.

Why should you, a competent software developer or programmer, care about your own brand? After all, it's not like you're an actor or musician. In fact, as *Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding* demonstrates in many ways, it's never been more important for you to think about yourself as a brand. Doing so will provide rocket fuel for your career. You'll find better jobs and become the "go-to" person in various situations. You'll become known for your expertise and leadership, and you'll find it easier to strike out on your own. People will seek out your advice and point of view. You'll get paid to speak, write, and consult. What's not to like about becoming a rock star developer? The good news is that it's never been easier to improve your skills, stand out, share more quickly, and grow your network. This book provides the tools you need to build your reputation and enhance your career, starting right now. You'll learn what personal branding is and why you should care about it. You'll also learn what the key themes of a good brand are and where to find the ingredients to build your own, unique brand. Most importantly, you'll understand how to work your magic to achieve your goals and dreams. You'll also learn: How to use sites like StackOverflow and Github to build both your expertise and your reputation How to promote your brand in a way that attracts better-paying jobs, consulting gigs, industry invitations, and contract work How to become visible to the movers and shakers in your specific category of development How to exert power and influence to help yourself and others *Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding* shows you how to scale your skills, gain visibility, make a real impact on people and within organizations, and achieve your goals. There's no need to become a marketing expert or hire a personal branding guru; this book and a desire to grow personally and professionally are all you need to leap to the next level of your career. What you'll learn What personal branding is, how others have developed it effectively, and how you can do the same. Why it's important for developers to think about branding. Concrete examples, including specific tips and tricks, to help you build your brand. How to capitalize on your brand by getting more and better work; invitations to speak, write, or appear at conferences; the respect of your peers; and increased notoriety. Who this book is for Developers, IT pros, consultants, and anyone who wants greater recognition and remuneration for their work.

About the Author In the IT world for more than ten years, Fred Harper started as a developer working with different technologies focusing on Web and mobile development. One day, Fred got a revelation, and decided to use his social skills to become an evangelist. He spent a few years showing the open qualities of Microsoft, and talking about open source, Web standards, and interoperability. Now, as a senior technical evangelist at Mozilla, Fred shares his passion about the Open Web and helps developers be successful with Firefox OS. An experienced speaker, t-shirt wearer, blogger, passionate hugger, and HTML5 lover, Fred lives in Montreal, and speaks French. Always conscious about the importance of unicorns and gnomes, he writes about these topics and others at [outofcomfortzone.net](http://outofcomfortzone.net).