



# The Economics of Iterative Software Development: Steering Toward Better Business Results

By Walker Royce, Kurt Bittner, Michael Perrow

Pearson Education (US), United States, 2012. Paperback. Book Condition: New. 224 x 155 mm. Language: English . Brand New Book. Results-Based Software Management: Achieve Better Outcomes with Finite Resources Effective software development is no longer merely an IT concern: today, it is crucial to the entire enterprise. However, most businesspeople are not ready to make informed decisions about software initiatives. The Economics of Iterative Software Development: Steering Toward Better Business Results will prepare them. Drawing on decades of software development and business experience, the authors demonstrate how to utilize practical, economics-based techniques to plan and manage software projects for maximum return on technology investments. The authors begin by dispelling widespread myths about software costs, explaining why traditional, engineering-based software management introduces unacceptable inefficiencies in today s development environments. Next, they show business and technical managers how to combine the principles of economics and iterative development to achieve optimal results with limited resources. Using their techniques, readers will learn how to build systems that enable maximum business innovation and process improvement-and implement software processes that allow them to do so consistently. Highlights include \* How to repeatedly quantify the value a project is delivering and quickly adjust course as needed \*...



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