NO BULL: Object Technology for Executives (SIGS: Managing Object Technology)

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NO BULL Object Technology for Executives is a friendly, insightful introduction to object-oriented (OO) technology. William Perlman has specifically written this book for business executives and managers who have a software development organization within their company or area of responsibility, but have neither the time nor the background necessary to read through manuals and technical publications. The book focuses on the benefits and pitfalls of investing in object technology from a financial and human resources perspective. It also provides a nontechnical understanding of OO terminology, what OO technology is, and how programmers use it. Written clearly and concisely and peppered with humorous cartoons and other informative illustrations, this book is essential to all nontechnical decision-makers. It will also prove helpful to people with a background in other programming models who wish to explore object technology.

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