



# Effective Software Engineering: A guide to building successful software products

*John Svart*

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High-quality software engineering, which promotes the best possible conditions to create successful software products, depends on a myriad of elements, spanning different areas, such as coding and execution runtime, development environment and technologies, development process, and deployment and supportability.

These traits are indispensable to create a great software product and the author distills 50 critical rules and guidelines, inferred from over 20 years of firsthand experience in building successful software products, to create a direct, concise and effective blueprint of what should be done and what needs to be avoided to attain true excellence in software engineering.

Within this journey, readers will find invaluable guidance and advice on critical questions such as:

- How to consistently handle errors, exception and retry logic?
- How to effectively apply coding rules and patterns?
- How to use enterprise building blocks and critical layers of supporting technologies?
- How to optimize the codebase and minimize the impact of slow operations?
- How to leverage critical tools and add-ins that complement the IDE?
- How to leverage formal development processes?
- How to handle supporting processes like builds, installation routines and backup/restore procedures?
- How to handle configuration policies and security?
- How to deal with quality assurance and select the best techniques?
- How to extract the greatest value from the engineering team?

Whether you are working on small or big products, **Effective Software Engineering** will distill the critical elements that will help you create a more effective software product, one that can be effectively **deployed to a production environment**, effectively **managed by operation teams** and effectively **maintained by engineering teams**.

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