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No Starch Press Partners with Humble Bundle to Support the EFF
Fundraising collaboration offers pay-what-you-want deal for programming books



SAN FRANCISCO (Feb. 27, 2023)—Indie tech-book publisher No Starch Press has announced a new partnership with Humble Bundle to give customers a pay-what-you-want ebook deal that also raises money for charity. This highly anticipated three-week promotion builds upon the Bay Area companies' past collaborations, which have raised over \$2.7 million for various nonprofits to date.

The duo's latest bundle focuses on books designed to not only help readers master a new coding language, but to *think* like a programmer, said publisher Bill Pollock. "Programming is about more than just using the correct syntax or knowing every edge case—AI can do that. It's about creative problem-solving, applying logic and being analytical, using the right algorithms, and understanding your computer. That's why we put together this package of titles."

"[Think Like a Programmer, by No Starch Press](#)" runs until March 20, and benefits the [Electronic Frontier Foundation](#) (EFF)—the leading 501(3)(c) organization defending online privacy, free speech, and innovation. "EFF is grateful to No Starch Press and the open-source software community for their years of support for our work. They help make the movement for digital privacy, free speech, and open-access possible," said EFF legal director Corynne McSherry.

So, how does the promotion work? Readers pick from a pricing tier between \$1 and \$40 for up to 18 DRM-free ebooks, allocating a portion of their payment to the EFF. Boasting a total retail value of \$731, the "Think Like a Programmer" bundle has critically acclaimed titles like *Effective C*, competitive-coding favorites like *Algorithmic Thinking*, and popular recent releases like *Data Structures the Fun Way*.

Readers pay \$1 or more to unlock:

[Code Craft](#)
[Learn You Some Erlang for Great Good!](#)
[Clojure for the Brave and True](#)

Readers who pay \$10 or more also get:

[C++ Crash Course](#)
[Racket Programming the Fun Way](#)

[Think Like a Programmer](#)

Readers who pay \$18 or more will get all of the above, plus:

[Introduction to Computer Organization](#)

[Effective C](#)

[Algorithmic Thinking](#)

[How Computers Really Work](#)

Readers who pay \$30 or more will get all of the above, PLUS:

[Dive Into Systems](#)

[Data Structures the Fun Way](#)

[The Recursive Book of Recursion](#)

[The Art of Clean Code](#)

[The Art of 64-Bit Assembly](#)

BONUS TIER! Readers who pay \$40 or more will get all of the above, PLUS:

[Write Great Code, Vol. 1, 2nd Edition](#)

[Write Great Code, Vol. 2, 2nd Edition](#)

[Write Great Code, Vol. 3](#)

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About No Starch Press

San Francisco-based No Starch Press has published the finest in geek entertainment since 1994, creating both timely and timeless titles on hacking, cybersecurity, AI, math, science, LEGO, programming for all ages, and more. The books have personality, the authors are passionate, and the content tackles topics that people care about. For more information, please visit <https://nostarch.com/>.

About Humble Bundle

Humble Bundle sells digital content through its pay-what-you-want bundle promotions and the Humble Store. When purchasing a bundle, customers choose how much they want to pay and decide where their money goes—between the content creators, charity, and Humble Bundle. Since the company's launch in 2010, Humble Bundle has raised more than \$140 million through the support of its community for a wide range of charities, providing aid for people across the world. For more information, visit <https://www.humblebundle.com/charities>.

About the Electronic Frontier Foundation

The Electronic Frontier Foundation is the leading nonprofit organization defending civil liberties in the digital world. Founded in 1990, EFF champions user privacy, free expression, and innovation through impact litigation, policy analysis, grassroots activism, and technology development. EFF's mission is to ensure that technology supports freedom, justice, and innovation for all people of the world. For more information, visit <https://www.eff.org/>.