



**NO STARCH  
PRESS**

**FOR IMMEDIATE RELEASE**

Media contact: Patricia Witkin  
patricia@nostarch.com  
415.863.9900 x303

**NO STARCH PUBLISHES “SURVIVAL GUIDE TO THE SOFTWARE FACTORY”**

*Book is ideal for newer programmers learning to work as professionals*

**December 12, 2006, San Francisco**—Most working programmers know how to write code that works, but what about code that’s well written and easy to understand? And robust and bug-free? When one programmer looks at another’s handiwork, he should be able to figure out the code’s logic and purpose. Exceptional programmers have more than just technical know-how; they adopt the right approach and attitude to development. In **Code Craft: The Practice of Writing Excellent Code** (No Starch Press, December 2006, <http://www.nostarch.com/codecraft.htm>), author Pete Goodliffe is like the mentor every programmer would like to have. He dispenses valuable advice in an appealing style, so programmers can go from writing correct code to writing outstanding code and become true programming professionals along the way.

“Some books you read because you have to, some you simply have to read. Pete’s book is in the second category – it’s useful and fun and it’ll make you a better programmer,” said ACCU Chairman Jez Higgins.

With language-agnostic advice that’s relevant to all developers, **Code Craft** covers code-writing concerns such as presentation style, variable naming, error handling, and security. It also tackles broader, real-world programming issues like effective teamwork, development processes, and documentation. Each chapter ends with a Q&A section that reviews key concepts to get readers thinking like experts, making it an especially great reference for newer programmers who want to work professionally and efficiently as part of a team.

A true “survival guide” for the software factory, **Code Craft** is clear, practical, and entertaining throughout. “**Code Craft** is a goldmine of information that every professional software developer should be aware of,” said Tim Penhey, editor of *C Vu Journal*. Author Goodliffe explains how readers can:

- Write good code when the world’s not helping
- Avoid disasters and distractions in the workplace
- Assess their abilities accurately and determine ways to improve
- Adopt productive attitudes and follow best practices

**Additional Resources:**

Table of contents: [http://www.nostarch.com/codecraft\\_toc.htm](http://www.nostarch.com/codecraft_toc.htm)

Sample chapter: [http://www.nostarch.com/download/codecraft\\_ch6.pdf](http://www.nostarch.com/download/codecraft_ch6.pdf)

**ABOUT THE AUTHOR:** Pete Goodliffe is an expert software developer who never stays at the same place in the software food chain; he’s worked in numerous languages on diverse projects. He also has extensive experience in teaching and mentoring programmers, and writes the regular

“Professionalism in Programming” column for ACCU's C Vu magazine ([www.accu.org](http://www.accu.org)). Pete enjoys writing excellent, bug-free code, so he can spend more time having fun with his kids.

**Code Craft: The Practice of Writing Excellent Code by Pete Goodliffe  
December 2006, 624 pp., ISBN 1-59327-119-0, \$44.95**

Available at fine bookstores everywhere, from [www.oreilly.com/nostarch](http://www.oreilly.com/nostarch), or directly from No Starch Press ([www.nostarch.com](http://www.nostarch.com), [orders@nostarch.com](mailto:orders@nostarch.com), 800.420.7240).

**ABOUT NO STARCH PRESS:** Founded in 1994, No Starch Press is one of the few remaining independent computer book publishers. We publish the finest in geek entertainment—unique books on technology, with a focus on Open Source, security, hacking, programming, and alternative operating systems. Our titles have personality, our authors are passionate, and our books tackle topics that people care about. See [www.nostarch.com](http://www.nostarch.com) for more information and our complete online catalog. (And most No Starch Press books use RepKover, a lay-flat binding that won't snap shut.)

###