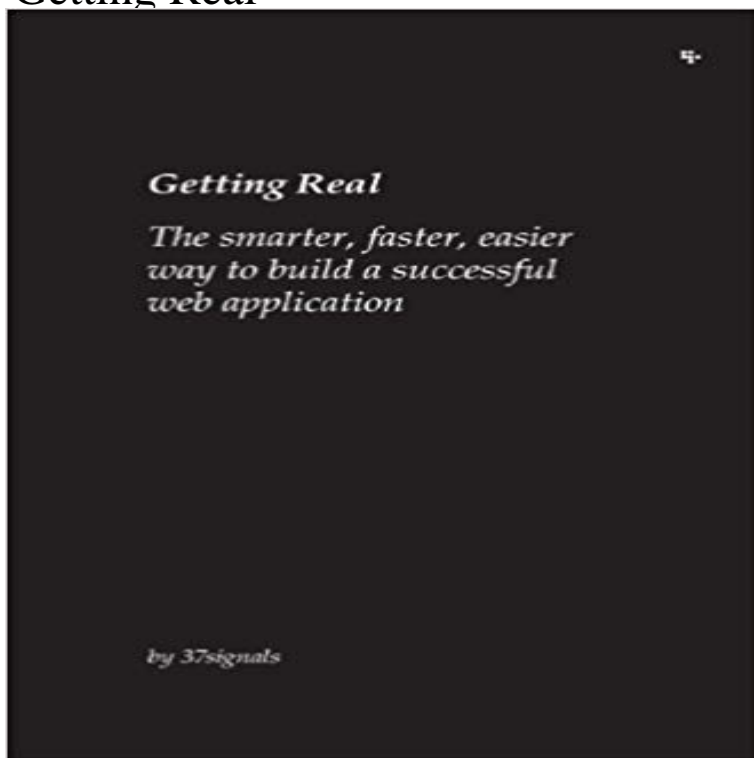


Getting Real



BOOK REPORT Getting Real is the business, design, programming, and marketing philosophies of 37signals a developer of web-based software used by over 1 million people and businesses in 70 countries. WHY IS THE BOOK RELEVANT? 37signals used the unconventional Getting Real process to launch five successful web-based applications (Basecamp, Campfire, Backpack, Writeboard, Ta-da List), and Ruby on Rails, an open-source web application framework, in just two years with no funding, no debt, and only 7 people. WHATS IN IT FOR ME? Anyone working on a web app including entrepreneurs, designers, programmers, executives, or marketers will find value, fresh perspectives, and inspiration in this practical book. At under 200 pages its quick reading too. Makes a great airplane book. WHO IS 37SIGNALS? Were a privately-held Chicago-based company committed to building the best web-based software products possible with the least number of features necessary. Our products do less than the competition intentionally. Weve been in business since 1999 and love what we do.

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Getting Real About Having It All: Be Your Best, Love Your Career Getting Real: Have an Enemy (by 37signals)

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