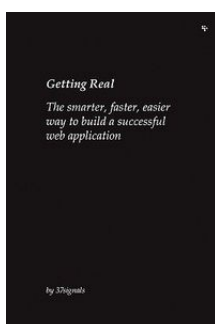# GETTING REAL: THE SMARTER, FASTER, EASIER WAY TO BUILD A SUCCESSFUL WEB APPLICATION

Getting Real details the business, design, programming, and marketing principles of 37signals. The book is packed with keep-it-simple insights, contrarian points of view, and unconventional approaches to software design. This is not a technical book or a design tutorial, it's a book of ideas. Anyone working on a web app - including entrepreneurs, designers, programmers, executives, or marketers - will find value and inspiration in this book. 37signals used the Getting Real...

Getting Real: The smarter, faster, easier way to build a successful Web application

Author	**Jason Fried**
Original Book Format	**Paperback**
Number of Pages	**194 pages**
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Filesize	**4.74 MB**

Click the button below to save or get access and read the book Getting Real: The smarter, faster, easier way to build a successful Web application online.

Peek Inside the Book

The best designers and the best programmers arent the ones with the best skills, or the nimblest fingers, or the ones who can rock and roll with Photoshop or their environment of choice, they are the ones that can determine what just doesnt matter. Thats where the real gains are made. Jason Fried, Getting Real //

Believe it or not, the bigger problem isnt scaling, its getting to the point where you have to scale. Without the first problem you wont have the second. Jason Fried, Getting Real //

Reader's Opinions

An "agile" project management methodology and a general guide for start ups from the original developers of Ruby on Rails. Short and very well written in plain language. Some of it breaks sharply with