

<<GO TO(软件历史上的天才人物)>>

图书基本信息

书名：<<GO TO(软件历史上的天才人物)>>

13位ISBN编号：9780465042258

10位ISBN编号：0465042252

出版时间：2001-10

出版时间：Basic Books

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页数：250

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内容概要

Exploring the strange and hazy days before nerds ruled the earth, tech writer Steve Lohr's *Go To* is a great introduction to the softer side of the information age. Sure, he covers the Microsoft and Apple stories, but he also digs deeply to learn how Fortran and Cobol were developed and ventures into the open-source world. Lohr is adept at personalizing the process of software development, which serves to make some of the business and technical decisions more comprehensible to the lay reader. IBM conducted yearly employee reviews called the "Performance Improvement Program," or Pip, for short. The Pip, like most such programs today, followed a rigid formula, with numbers and rankings. [John] Backus decided the Pip system was ill-suited for measuring the performance of his programmers, so his approach was to mostly ignore it. One afternoon, for example, he called Lois Haibt over for a chat. He talked about her work, said she had been doing an excellent job and then pushed a small piece of paper across the desk saying, "This is your new salary," a pleasing raise, as Haibt recalled. As she got up to leave, Backus mentioned in passing, "In case anyone should ask, this was your Pip." Since he starts early in the history of the field, Lohr gets to share some of the oddities of the days before programming was professionalized. Developers were kids, musicians, game experts, and practically anyone who showed an interest. Many readers will be surprised and delighted to read of the strong recruitment of women and their many contributions to software development--an aspect of geek history that has long been neglected. *Go To* should break down a few preconceptions while building up a new respect for the coders who guided us into the 21st century. --Rob Lightner.

## 作者简介

STEVE LOHR is senior writer and technology correspondent for the New York Times, and is co-author of U.S. vs. Microsoft. He lives in New York City

书籍目录

Acknowledgments1 Introduction The Rise of Software and the Programming Art2 FORTRAN: The Early "Turning Point"3 The Hard Lessons of the Sixties: From Exuberance to the Realities of COBOL and the IBM 360 Project4 Breaking Big Iron's Grip Unix and C5 Programming for the Millions: The BASIC Story from Dartmouth to Visual Basic6 The European Influence: From Algol to Pascal to C++7 A Computer of My Own: The Beginning of the PC Industry and the Story of Word8 Computing for the Masses: The Long Road to "Goey" and the Macintosh9 Programming for Everyman Just Let the Users Do It10 Java: The Messy Birth of a New Language11 There Has To Be a Better Way: Apache and the Open Source MovementAfterwordNotesReferencesIndex

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