

Stephen O'Grady



# The New Kingmakers

How Developers  
Conquered the World



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## The New Kingmakers: How Developers Conquered the World

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## The New Kingmakers: How Developers Conquered the World Stephen O'Grady

As analysts, pundits and researchers alike seek to understand what turned Apple from a technology afterthought into the largest company in the world, they would do well to listen to the man most responsible for that recovery. In a 1995 interview, the late Steve Jobs claimed that the secret to his and Apple's success was talent. "We've gone to exceptional lengths to hire the best people," he said, believing that the talented resource was twenty-five times more valuable than an average alternative. For Microsoft founder Bill Gates, the multiple was even higher:

A great lathe operator commands several times the wage of an average lathe operator, but a great writer of software code is worth 10,000 times the price of an average software writer.

While the actual number might be up for debate, the importance of technical talent is not. The most successful companies today are those that understand the strategic role that developers will play in their success or failure. Not just successful technology companies – virtually every company today needs a developer strategy. There's a reason that ESPN and Sears have rolled out API programs, that companies are being bought not for their products but their people. The reason is that developers are the most valuable resource in business.

How did we get here? How did developers become the most important constituency in business seemingly overnight? The New Kingmakers explores the rise of the developer class, its implications and provides suggestions for navigating the new developer-centric landscape.

## The New Kingmakers: How Developers Conquered the World Details

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## **From Reader Review The New Kingmakers: How Developers Conquered the World for online ebook**

### **Robert Bach says**

quick and easy read about how software vendors and developers work in our current business world

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### **Jin says**

Short read, to-the-point. The author makes some good points and uses great examples, especially around Amazon AWS and Netflix. I also liked the "CIO is the last to know" chapter... I work for a company that's still using a traditional sales model and it is true that we always sell to the decision makers. In most Fortune 500 enterprises those decision makers are still the C-level executives. But in start-ups and smaller companies the technologists are the new Kingmakers. The shift is happening ... enterprises need to adopt more of a start-up mentality in order to stay ahead of the competition. Organizationally this will be challenging. On the flip side, I felt like the author could have talked more about the challenges that face this "devops" model. What about security, privacy, and infrastructure? The developers may not care, but customers and compliance agencies sure do.

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### **David says**

If you work in the software industry, there's nothing in here you haven't observed yourself over the past several years, but it's nice to see it said out loud in one place. I read this with my eyes on my phone. A quick read.

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### **Sean says**

#### **Cluetrain extended**

I would have given it a perfect rating except for a couple subjects missing I wanted to see: how to handle the "high priesthood" phenomenon with devs who overestimate their own importance, and more on how this movement is impacting mainstream businesses who are not technology-driven. In particular, issues of access and security have to be resolved. Are we destined to live in an insecure world because of the need for low barriers? Is the whole idea of IP going away? And what of automation, which will eventually threaten the developers themselves?

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### **Sebastian Gebski says**

Read it. It takes about an hour or so, but I really liked the observation and I tend to agree with 95% of what

was written. I just wonder when some executives in large corps will get the basic idea author speaks about.

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### **Danilo Mutti says**

quick and informative

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### **Tamas Kalman says**

An Ode to the Developers

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### **German Dominguez Montes says**

fabulous book, made want to go and code again!

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### **Johnny Graber says**

The New Kingmakers is a great summary of the last 15 years in the IT industry. It shows how cheap hardware and Open Source software fundamentally changed the dynamic of software driven companies – what by now are nearly all companies.

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### **Brian Wilson says**

Software engineers, in general, are a misunderstood part of the workforce. They're a smart, capable, and in demand group of people who need a unique leadership approach some companies either can't or won't provide. Arbitrary technology restrictions or forced software adoption won't work when the developers are consistently ahead of the curve and the larger the organization, the more this holds true. So you can try and fight the tide, or you can embrace and empower these people in a way that produces better results for everyone. "The New Kingmakers" examines how this came to be, discusses how developers, and not leadership, are shaping technology decisions, and offers a handful of suggestions if your company or team needs to depend on fostering this relationship.

Overall, I found the book solid and consider this a must read for anyone who is, or works with, software engineers/developers. A good deal of the book is spent beating the idea that developers are much like water and will find ways around anything they consider a block to their productivity. So you can either work with that fact and follow their lead, or you can try to block them as they use the tools they want anyhow, or simply leave for better environments. Once you've come to accept this, the book makes several straight forward recommendations, based on successful strategies in use at developer Meccas like Apple or Google (known for treating their skilled workers like the talent they are, not simply grunts) on how to attract top developers and, more importantly, keep them around and working to their full potential.

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### **Rob Warner says**

Perhaps it's a case of confirmation bias, but I nodded my head often as I read (and yes, I'm a developer). Sure, most corporate developers aren't part of the conquest, but clock-punching developers are increasingly being marginalized by passionate, talented developers. This book is a must-read for management in any technology-dependent company.

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### **Mario says**

Good book to open the eyes to non developers. Describes how developers are working right now, their objectives and desires.

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### **Michal Stransky says**

interesting summarize of current developer age

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### **Prasanna says**

Quick read, not as pandering as I'd originally thought. I can imagine this being useful for non-tech managers, leaders to quickly grasp the impact developers are having.

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### **Krzysztof Kula says**

<http://krzychukula.blogspot.com/2013/...>

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