

**Why do
software-engineering
methods and techniques
not catch on?**

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- **Software is difficult**
 - Abstraction and modelling even more difficult
 - Code and fix
- **Software development is fixated on coding**
- **To cite an authority ...**
 - Georges Clemenceau



**Le logiciel,
c'est une chose trop
grave pour la confier à
des programmeurs.**

- **Serial amnesia**
 - For example, OO languages and structures
 - .com and Web “revolutions”
- **Lack of scientific method**
 - State the apparently obvious
 - Proof follows by repeated assertion
 - » That is, an endless chain of citations by others
- **Training**
 - Drive-by training
 - The 7 Stages
- **Fad of the Year**
 - Maniacal adoption of a new approach in the belief that this latest cure-all will solve all major problems
 - » Silver bullet, name magic
 - » Miracle weapon
 - Last year’s fad must be abandoned
- *Agile*
 - It’s the new *Structured!*