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

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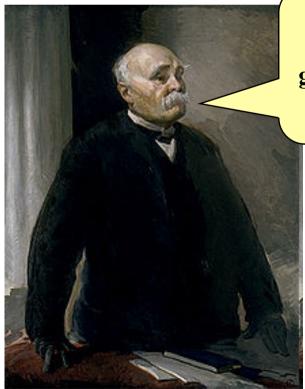
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- Software is difficult
 - Abstraction and modelling even more difficult
 - Code and fix
- Software development is fixated on coding
- To cite an authority ...
 - Georges Clemenceau



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

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• 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!

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