

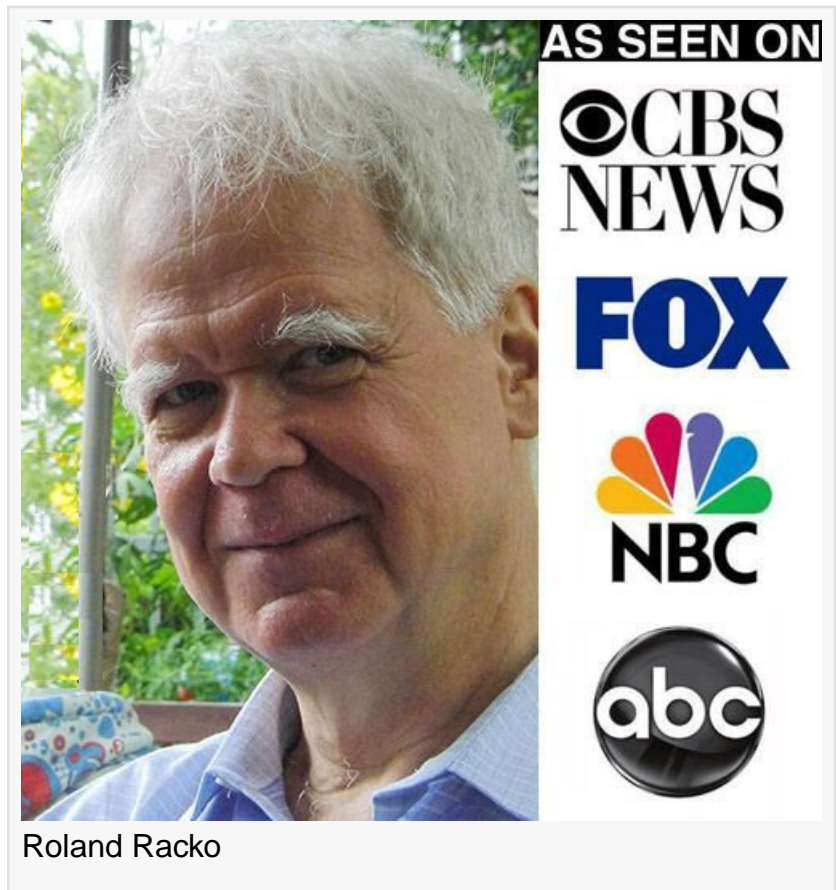
"Timing Is Almost Everything", an Entrepreneur's Software Success Map, Free Download for 5 Days (February 22-26, 2017)

Targeted to give how-to guidance to mom-technical startup entrepreneurs managing a software project

NEW YORK, NEW YORK, USA, February 21, 2017 /EINPresswire.com/ -- Roland Racko is giving you a chance to download his book *Timing Is Almost Everything: 12 Steps to Executive Success in Software Management* for free.

The contents of this book has helped hundreds of [startup entrepreneurs](#) and senior executives overcome the complexity and difficulties of today's [software projects](#) by giving them practical solutions to understand and get the very best out of their software teams.

Roland has more than 40 years of experience in helping senior executives and has helped his clients find shortcuts to [software success](#) just by implementing the ideas he has laid out in this book that you can now download for free.



Roland Racko

Timing Is Almost Everything will be free and available for download on Amazon for five days (February 22, 2017 through February 26, 2017 at

<https://www.amazon.com/Timing-Almost-Everything-Executive-Management-ebook/dp/B01LG8874A>. *Timing Is Almost Everything* is rated at 5.0 by those who have purchased the book and has reached hot new release seller status in multiple categories on Amazon. Here's what some of the reviewers have said:

“

Rooted in the real world, it delivers its gems of insights with dry humor and laser-guided accuracy. Highly recommended for any leader who wants to feel comfortable again with their IT processes.”

David Dossot

Capers Jones, Vice President and CTO Namcook Analytics: Roland Racko's new book is aimed at software executives who have been unhappy about past software results in their companies...the book uses an interesting combination of

specific questions that executives should ask combined with a useful set of graphic displays that show

progress as a project unfolds. Questions are aimed at accomplishing certain important goals for software projects... Overall, I would say that Roland Racko's new book will go far in increasing the success rates of important software projects and lowering the alarmingly high odds of software failure, delays, and cost overruns.

"Timing Is Almost Everything" is focused and clearly written. It's a genuinely practical guidebook, and that in itself makes it unique and useful. Racko doesn't waste, as so many business books do, hundreds of pages describing a well-understood problem before explaining a solution. He dives right in, describing a clear framework in plain language to immediately assess technical teams and project progress. This structure can help non-technical leaders to go beyond mere evaluation and actually influence the direction of projects to more positive outcomes. The book includes some simple but important questions executives need to ask and makes clear what the answers to those questions can tell them. Among a flood of self-help business books, I think that "Timing Is Almost Everything" stands apart. It will be a difference maker for anyone expected to delivery complex technology successfully. – Robert DelRossi

Well written book that is bound to be helpful IF he can get the correct people to read it. While this was written for the senior, non-IT executive, there are many IT senior executives (and soon to be senior IT executives) who can benefit from this book. The most intriguing part, to me, was the proposed questions. These obviously show both a deep understanding of the subject matter but also an understanding of how the IT "service" should fit in with the remainder of the business. Questions to IT employees about an IT product but without any IT buzzwords - brilliant. - R White

For More Information: For more questions or to schedule an interview about this press release please contact Roland Racko, author, at 212.254.2393 or email at RolandRacko@timingisalmosteverything.com

About the Author: Roland Racko is an author, lecturer, instructor and veteran international IT consultant with a career spanning over 40 years. Roland has personally helped hundreds of software teams manage software success in Sweden, Germany, East Africa, Taiwan, Canada and Fortune 100 companies in the United States.

Currently Roland helps startup entrepreneurs and senior executives grappling with new technologies and implementing SEMAT Essence. One of his primary skills is ferreting out the issue behind a given apparent problem, and helping teams and executives understand in novel and useful ways what stops them from having the success they desire, and then leading them to take the necessary positive action steps. You can find more information about Roland at www.timingisalmosteverything.com.

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Timing is *Almost* Everything

12 Steps to
Executive Success
in Software Management

by Roland Racko

Cover Page

This press release can be viewed online at: <http://www.einpresswire.com>

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