

Developer Advocacy

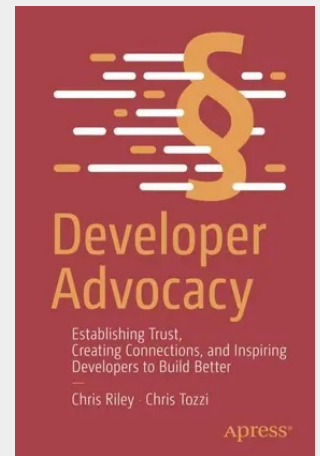
Establishing Trust, Creating Connections, and Inspiring Developers to Build Better

No matter which point you're currently at on the developer advocacy journey – whether you've already implemented a developer advocate function or you're exploring the possibility – this book is for you. This book provides actionable guidance that business and technology leaders can use to understand the benefits of advocacy, identify what goes into the function, and learn how to maximize the success of developer advocate teams. Developer advocacy is a role that is sometimes hard to quantify and build – but you feel it when you're missing it. Companies are struggling to solidify advocacy despite a strong desire to do so and little guidance exists for businesses seeking to build a developer advocacy program or assess its effectiveness. This book will show you how to get an advocacy program in your business: the basics of having an advocacy program, what tasks and processes need to be set up, and how to identify key stakeholders. You'll see how companies of all types that sell to or engage with technical audiences can develop a developer advocacy strategy. Specifically, you'll learn what developer advocates do, how business can start an advocacy practice in your organization and how to scale and operationalize such a practice once it is in place. The book will further explore the metrics for measuring advocacy success and ways the scale advocacy teams internally and externally. The Power of Developer Advocacy explores the exciting career path of advocacy for developers and engineers. What You Will Learn - Discover what developer advocacy is - Determine which sorts of companies need the function - Understand what the primary strategic considerations for developer advocacy is Who This Book is For Existing and future advocacy leaders, would-be developer advocates, developer marketers and DevRel teams and leaders

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53,49 €

49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781484295960

Medium: Buch

ISBN: 978-1-4842-9596-0

Verlag: Apress

Erscheinungstermin: 26.08.2023

Sprache(n): Englisch

Auflage: 1. Auflage 2023

Produktform: Kartoniert

Gewicht: 189 g

Seiten: 106

Format (B x H): 155 x 235 mm

