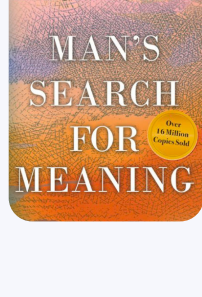# 28 Pragmatics,
28 recommended books

Over the years, sharing knowledge and being surrounded by good company has allowed us to build solutions that transform companies and improve people's lives. On **our anniversary, we want to share a small part of what we learned** through the books our pragmatics recommend.
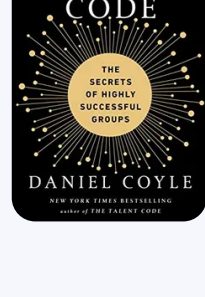
01.
Man's Search for Meaning
Author: Viktor Frankl
Recommended by: Marcos Vélez Botero
Chief Vision Officer

Through his experience in the concentration camps, Viktor Frankl offers us a perspective on the human capacity to find meaning amid adversity. A book to reflect on and to find in our lives that which we find truly meaningful.
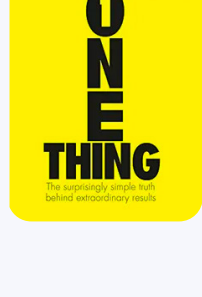
02.
The Culture Code
Author: Daniel Coyle
Recommended by: Claudia Vélez
Head of Customer Success

The book shows strategies for fostering collaboration, building trust, and promoting change. It is an essential read to understand how to turn individuals into teams that achieve great things together.
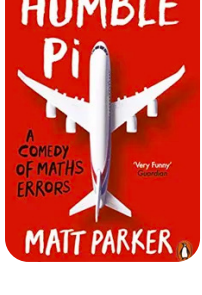
03.
The one thing
Author: Gary Keller y Jay Papasan
Recommended by: Andrés Villegas
Head of Key Business Development

The book highlights the importance of focusing on a single task to achieve extraordinary results, and provides practical tools for those seeking to improve their productivity and achieve their goals.

04.
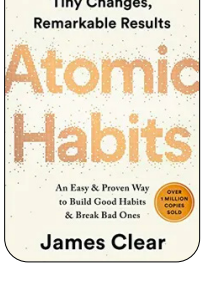### Humble Pi, when math goes wrong in the real world
Author: Matt Parker
Recommended by: Daniel Gómez
Chief of Staff

Through anecdotes, the author teaches us that even in a world dominated by technology, mathematical errors happen and we must learn from them.
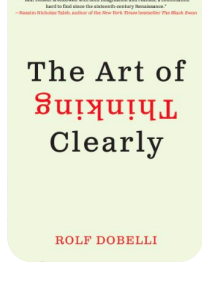
05.
Atomic Habits
Author: James Clear
Recommended by: Lina Gómez
Chief Financial Officer

James Clear explores how small changes can lead to significant achievements in the long run. Through four principles, this book shows us how to modify our behavior and highlights the importance of identifying what kind of change we seek.
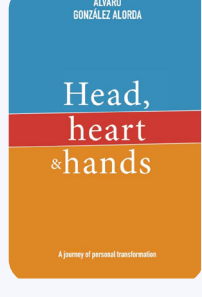
06.
The Art of Thinking Clearly
Author: Rolf Dobelli
Recommended by: Manuela Díaz
Head of Retail Business Development

Our brains, adapted for survival in ancient times, lead us to make irrational decisions in the contemporary world. This book offers valuable guidance on how to avoid these mental traps.

07.
Head, Heart and Hands
Author: Álvaro González-Alorda
Recommended by: Andrea Quiroz
North America Territory Manager

The book skillfully combines practical advice with an engaging narrative. Through the story of Sara, a successful but disorganized professional in her personal life and her mentor, the author takes us on a journey toward self-evaluation, change, and personal growth.
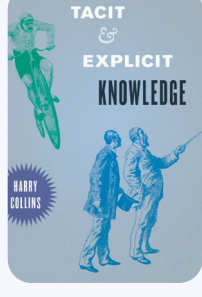
08.
Classroom 8
Author: Yokoi Kenji Díaz
Recommended by: Miguel Viana
Cloud Business Development

With a unique blend of personal experiences and practical teachings, the author invites us to leave behind the mental and cultural barriers that prevent us from achieving happiness and fulfillment.

09.
Tacit and Explicit Knowledge
Author: Harry Collins
Recommended by: Darío Reina
Leader of the UX Research Chapter

According to sociologist Harry Collins, tacit knowledge influences activities ranging from riding a bicycle to interacting with technology. This book is a tool for understanding our behavior across various disciplines.
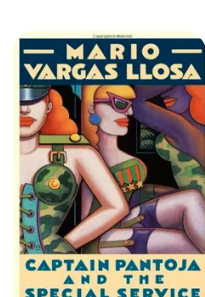
10.
Productive Teams
Author: Martin Alaimo
Recommended by: Silvana Montoya
Leader of the Powerful Teams Knowledge Center

This book shows how collaborative management that considers emotions, behaviors, and desires generates excellent results.

11.
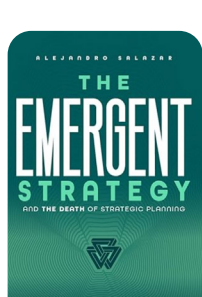### Captain Pantoja and the Special Service
Author: Mario Vargas Llosa
Recommended by: Pedro Gómez
Pragma's Co-Founder

A book that can teach a lot about standardization and system development.

12.
The Emergent Strategy
Author: Alejandro Salazar Yusti
Recommended by: Rafael Hernández
Head of Growth

This book challenges the conventions of traditional strategic planning. In a world where change is constant, rigid and predefined strategies are obsolete, and we need an agile and adaptable mindset.
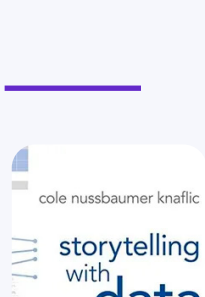
13.
The Innovators
Author: Walter Isaacson
Recommended by: Cristián Bermúdez
Agile Coach

This book highlights the individual talents that drove breakthrough innovation and the importance of teamwork and collaboration in creating technological breakthroughs.
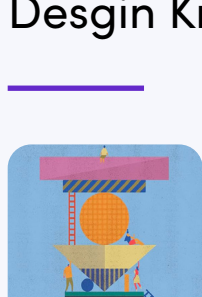
14.
Story telling with data
Author: Cole Nussbaumer Knaflic
Recommended by: Julián David Reyes
Leader of the Data Science Knowledge Center

It covers the fundamentals of data visualization and powerful presentation through understanding context, choosing a compelling image, eliminating clutter, tactics for focusing attention, and how to tell a story.

15.
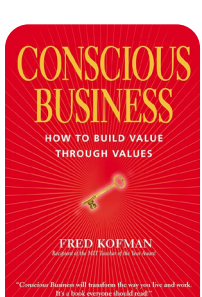### Service Design: From Insight to Implementation
Author: Andy Polaine, Lavrans Løvlie and Ben Reason
Recommended by: Viviana Montoya
Leader of the People-Centered Desgin Knowledge Center

In this introduction to service design, you will find methods and case studies to guide you in designing, implementing, and measuring multichannel service experiences that impact customers, businesses, and society at large.

16.
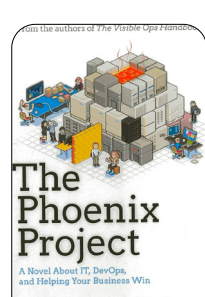### Conscious Business: How to Build Value Through Values
Author: Fredy Kofman
Recommended by: Wbeimar Andrés
Leader of the Leadership Chapter

Through seven essential qualities, the author guides readers toward conscious and effective leadership, highlighting the importance of communication, collaboration, and emotional mastery in the work environment.
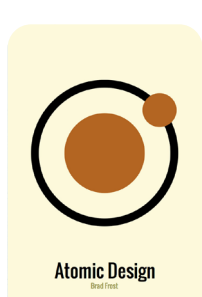
17.
The Phoenix Project
Author: Gene Kim, Kevin Behr y George Spafford
Recommended by: Cristián Correa Correa
Leader of the DevSecOps Chapter

By telling the story of Bill, an IT manager in a fictitious company, the book shows us practical solutions to common challenges in IT projects where agility is essential to reach our goals on time.
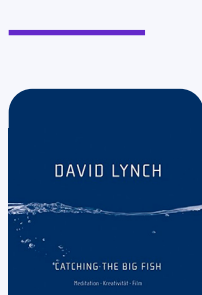
18.
Atomic Design
Author: Brad Frost
Recommended by: Juan Gabriel Cano
Leader of the UI Chapter

In addition to providing a detailed methodology for organizing user interfaces hierarchically and coherently, this book offers valuable tips for streamlining the design and development process.
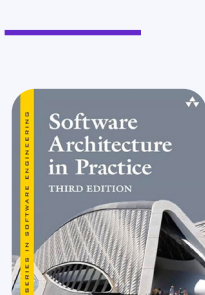
19.
Catching the big fish
Author: David Lynch
Recommended by: Sara Ayala
Leader of the Creativity and Content Chapter

Filmmaker David Lynch shares his methods for capturing and working with ideas. This book is a source of inspiration for anyone looking to nurture their creativity.

20.
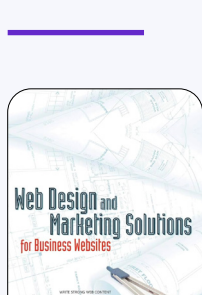### Software architecture in practice
Author: Len Bass, Paul Clements y Rick Kazman
Recommended by: Nicolás Archila
Leader of the Computer Science Knowledge Center

This guide provides insights on optimizing key quality attributes such as performance, modifiability, security, availability, and more.

21.
Web Design and Marketing Solutions for Business Websites
Author: Kevin Potts
Recommended by: Juan David Ortíz
Leader of the SEO Chapter

Although it is an oldie, it is still an invaluable tool for those who want to create websites that offer a great user experience for businesses of all sizes.
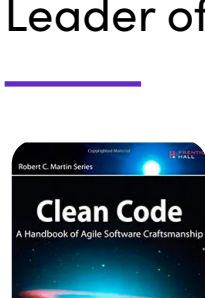
22.
Don't Make Me Think
Author: Steve Krug
Recommended by: Maribel Palacio
Leader of the UX Chapter

This book is key for anyone who wants an up-to-date perspective on the principles of usability and web design.

23.
Clean Code: A Handbook of Agile Software Craftsmanship
Author: Robert C. Martin
Recommended by: Luis Felipe Quintero
Leader of the Frontend Chapter

The book discusses principles, patterns, and practices for writing clean code in three parts and provides case studies and a list of heuristics and symptoms of bad code.
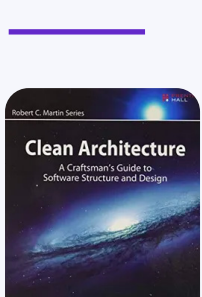
24.
Managing Data
Author: Kirill Dubovikov
Recommended by: Mónica Rodríguez
Leader of the Data-science Chapter

From the initial phase through implementation and continuous improvement, this book provides tools to meet the daily challenges we face in data science projects.

25.
Clean Architecture: A Craftsman's Guide to Software Structure and Design
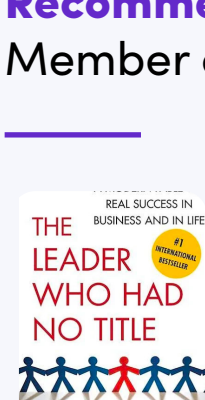**Author:** Robert C. Martin
Recommended by: Cristian Alfredo Muñoz
Backend Chapter Ambassador

From essential design principles to the implementation of optimal frameworks for different types of applications, this book shows you straightforward and practical solutions to real challenges in the world of software development.

26.
The Leader Who Had No Title
Author: Robin Sharma
Recommended by: Laura Muñoz Henao
Member of the Software Quality Chapter

It shows us how we can lead without needing a formal position, based on influence, self-leadership, and excellence in every action we take.

27.
Clean Mobile Arquitecture, Become an Android iOS Flutter Architect
Author: Petros Efthymiou
Recommended by: Julio César Ruiz
Mobile Chapter Ambassador

It is a practical guide to designing the code structure of your mobile application. It explains applying principles such as S.O.L.I.D, reactive programming, and other basic principles to design a clean and scalable architecture.

28.
Network Security Assessment
Author: Chris McNab
Recommended by: Cristian Noguera
Leader of the CloudOps Chapter

Each chapter includes a checklist with effective attack techniques and countermeasures that can be implemented immediately.

28 Pragmatics,
28 recommended books