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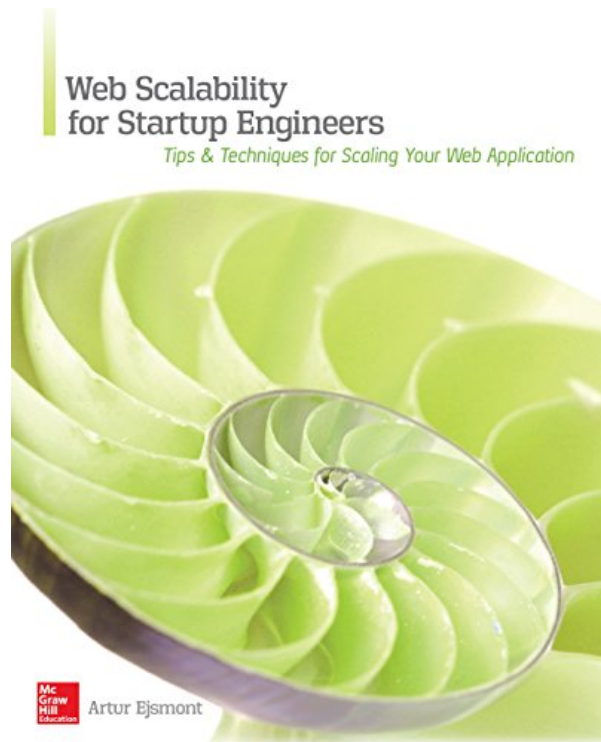
Web Scalability
for Startup Engineers
Tips & Techniques for Scaling Your Web Application

Artur Ejsmont

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Artur Ejsmont is a software engineer and agile leader, currently working for Yahoo! in Sydney. He has been working with web applications for more than 10 years with a focus on agile, startup-like environments. Artur has also served as a university lecturer and he actively contributes to the tech community as a technical writer, blogger, and public speaker.

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This invaluable roadmap for startup engineers reveals how to successfully handle web application scalability challenges to meet increasing product and traffic demands.

Web Scalability for Startup Engineers shows engineers working at startups and small companies how to plan and implement a comprehensive scalability strategy. It presents broad and holistic view of infrastructure and architecture of a scalable web application. Successful startups often face the challenge of scalability, and the core concepts driving a scalable architecture are language and platform agnostic.

The book covers scalability of HTTP-based systems (websites, REST APIs, SaaS, and mobile application backends), starting with a high-level perspective before taking a deep dive into common challenges and issues. This approach builds a holistic view of the problem, helping you see the big picture, and then introduces different technologies and best practices for solving the problem at hand. The book is enriched with the author's real-world experience and expert advice, saving you precious time and effort by learning from others' mistakes and successes.

- Language-agnostic approach addresses universally challenging concepts in Web development/scalability—does not require knowledge of a particular language
- Fills the gap for engineers in startups and smaller companies who have limited means for getting to the next level in terms of accomplishing scalability
- Strategies presented help to decrease time to market and increase the efficiency of web applications

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2 of 2 people found the following review helpful.
Great book, easy to read!
By Christof Müller
The book covers all parts of a web application like data managing, caching, session, interfaces and the frontend. The author describes all the layers by explaining them with a lot of real world samples. The main

focus is really on scalability aspects, which are covered in all chapters. The book also contains good design guides for writting high quality software.

If you're on the way to design and implement a scaleable web application, this book contains a lot of usefull information for you.

2 of 2 people found the following review helpful.
Great read. Highly recommend
By cout hey
I've worked for two startups and I think that if the founding engineers had read this book before starting their endeavors neither company would have been in the technological mess that they are in and are seemingly unable to overcome. Great read. Highly recommend.

0 of 0 people found the following review helpful.
Best high-level coverage of web application scalability
By tri2sing
Let me start by setting the context. In the summary section of the final chapter here is a quote from the author.

"I have covered a lot of different topics in this book and although I have just scratched the surface of many of these subjects, I believe that it will help you build a holistic picture of scalability and inspire you to learn more about it."

The above summarizes the book completely. If you want to get a high-level picture of what web application scalability entails, this is the book to read. It breaks down the problem into its constituent parts, and then provides the necessary high-level detail of each component. Even though the title suggests that this book is only for startup engineers, I think this book has value to any software professional looking to start the journey on grasping the subject. I have extensively tried searching for this material, and have not been successful in finding an alternative. The list of references provided is perfect for getting into the details of any area(s) that you may choose it, as a follow up after this book.

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