



# OutSource: Competing in the Global Productivity Race

*Edward Yourdon*

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## **OutSource: Competing in the Global Productivity Race** Edward Yourdon

Brain Drain does not focus on just the IT phenomenon, though it continues to be one of the more prominent examples because of recent media coverage of outsourcing. The focus of this book is more on strategies and guidelines for coping--at the individual, corporate, and national level ---with a phenomenon that's already here, and already "mainstream" in nature. The real focus of this book is on the individual. After all, it has been individuals who have emailed Ed continually, ever since the publication of *Decline and Fall of the American Programmer*. It's individual knowledge workers, far more often than corporate executives, who run the risk of losing their jobs as a result of this global shift of products and services. And it's individuals, as several correspondents have reminded me in recent months, who have to advise their children what careers and professions they should follow -- and the outcome of those choices will ultimately have a far more profound effect than a politician's modification of a visa quota.

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