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Cool Code, Bro: Brogrammers, Geek Anxiety and the New Tech Elite

Nick Parish

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The startup world has a problem: brogrammers.

A new crowd of jock-like developers has arrived, more likely to spend the wee hours of the morning at the club than writing code, turning workplaces toxic to others and dumbing down the world of computer science.

The new bros in town have turned the geek-dominated pecking order on its head, revealing who's really winning the art-versus-commerce struggle on the web.

Cool Code, Bro goes inside the subculture to show where brogrammers came from and how a new order of activists and advocates are trying to restore optimism and diverse perspectives to tech.

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