

Re: Yo, Borland Marketing...

Source:

<http://coding.derkeiler.com/Archive/Delphi/borland.public.delphi.non-technical/2005-10/msg00966.html>

- *From:* "Mark J. Wallin" <mjwallinNO_SPAM@xxxxxxxxxxxxxxxxxxxxx>
 - *Date:* Fri, 07 Oct 2005 14:31:06 -0400
-

Eddie Shipman wrote:

> There was a guy at my last job, he was one of those midnighters, the
> kind with purple hair, 5'11", about 120 lbs, used to work for a game
> developer.

What have you got against purple hair? For those of us that can only remember our hair, any color would be OK <g>.

>Well, they certainly screwed up the Clipper flagship and drove it into
>oblivion WITHOUT marketing.

Alas poor Clipper, I knew it well <g>. Actually, CA tried to replace Clipper with CA Visual Objects. It would have been great if they had any idea what they were doing. Clipper is still lurking around in various guises as an open source database language.

> My first day on the job, I was asking him where the Delphi
> disks were located so I could intoall them. He goes into this diatribe
> about he couldn't understand how a "teaching language" such as Pascal
> could be used for serious development. Of course that raised the
> Microsoft Zealot flag instantly.

Pascal USED to be a teaching language but was inexplicably replaced by 'C' and its descendants, so that argument ended up to be pretty lame. Borland should have gone out of its way to keep Pascal in the schools by sending out tons of free/student versions of Delphi to schools just like AOL floods the world with their installation disks. I realize that Delphi was just emerging when Pascal was given the boot. When you are taught a language in school, you tend to want to continue using it. Instead, current CS students are brainwashed into thinking that 'C' must be inherently faster and a better language to use since the O/S is largely written in it. Actually, as far as I am concerned, all languages are essentially equivalent in that they all must have the same capabilities (branching, data handling, etc.). The differences are in the details of the development platform such as the ide, compiler, object model, simplicity of syntax, component libraries, etc. There isn't anything you can do in 'C' that you can't do in Delphi, and with

Re: Yo, Borland Marketing...

no penalty in performance. You can probably say that about most languages, but with Delphi, you can do it faster and with less pain.

Delphi is the one development platform that covers people like me (an engineer turned programmer with no formal CS training) who would be hard pressed to write a Windows program in any "Real Man's" language (C/C++/C# & assembler) and yet still provides the power for the most advanced programming gurus on the planet (most of the people in this group).

My theory is that all MS/C proponents are essentially macho masochists at heart. Their philosophy appears to be 'Why write something in one line with no pointers when you can spend all day doing it until blood starts leaking out of your ears.' C# is obviously a knock-off of Delphi, but the MS development platform is still inferior.

> When the mainstream VB'ers started that petition, THAT was the time
> Borland should have stood up and SHOUTED, "Hey, come over here and see
> what we can do for you!". They should have written some VB->Delphi
> conversion tools, wrote conversion guides, etc. It would have been a
> HUGE deal to the VB'ers seeing that someone was actually listening
> to them because we all know that M\$ has totally ignored the petition
> and their arguments.

Right. Even a VB-er could learn Delphi, if they really worked hard <gg>.

Mark J. Wallin, Ph.D.
"Walloon"

• ***Follow-Ups:***

- ◆ ***Re: Yo, Borland Marketing...***
◇ *From:* Eddie Shipman

• ***References:***

- ◆ ***Yo, Borland Marketing...***
◇ *From:* Eddie Shipman
- ◆ ***Re: Yo, Borland Marketing...***
◇ *From:* Mark J. Wallin
- ◆ ***Re: Yo, Borland Marketing...***
◇ *From:* Eddie Shipman

- Prev by Date: ***Need some help here***
- Next by Date: ***Re: DBExpress in DeXter***
- Previous by thread: ***Re: Yo, Borland Marketing...***
- Next by thread: ***Re: Yo, Borland Marketing...***
- Index(es):
 - ◆ ***Date***
 - ◆ ***Thread***

Re: Yo, Borland Marketing...