

# Good advice



**Jeff Browning, 2008-30-04**

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During an interesting conversation yesterday, [Jim Metzler](#) made a very clear and insightful comment. There are [or should be] two distinct roles in IT: application development and application delivery. Pure and simple. In challenging times (or any time, really...), this clarity could be a powerful rallying point as well as a basis for collaboration and focus on results. Good advice. His recently released [2008 Handbook of Application Delivery](#) also offers some excellent advice.

[Update: Kiwi Paul was kind enough to remind me that the handbook link above requires a [free registration here](#). Thanks mate!]

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