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StickyLetter Because this e-letter brings a piece of StickyMinds.com to your door, we celebrated the e-Letter's third anniversary last month by changing the name from STQe-Letter to StickyLetter. StickyLetter introduces and links you to three articles and our daily News Center. StickyLetter brings the opinionated "Our Take" column right to you, and even notifies you about upcoming StickyMinds events. Subscribe to this free extension of StickyMinds at **http://www.stickyminds.com/stickyletter**.

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> **Quality is what the customer wants. It does not count the hours spent in the requirements updating, project planning, or testing... We discuss so much about how to work and improve, and we often forget about the reason to work. Make the customer happy. Everything else is consequence.**
>
> *—StickyMinds member Gerson deAlmeida in the recently concluded RoundTable discussion "What Is Quality?"*

> **Quality is not what the customer wants, because the customer cannot precisely describe clearly what he wants... Quality is not process. Quality is not just hard work either. Quality is the result of process *and* hard work.**
>
> *—StickyMinds member Bing Fang commenting in the same discussion.*

EDITOR'S PICK

Dueling Gurus

Even Johanna Rothman and Elisabeth Hendrickson, two of the best minds in project management, don't always see eye to eye. In a classic point-counterpoint series of columns, they present their differing views on priority and severity ratings: How ratings are used and how they could be used more effectively. In this friendly debate, Johanna and Elisabeth offer insights and suggestions to improve your project's workflow, coordination of efforts, and teamwork. You might be inspired to show these articles to others on your team to start your own constructive discussion.

ROBERT ROSE-COUTRÉ

In addition to the articles, you'll see long strings of comments that your peers have added, with responses from the authors. Take a minute and check out this classic duel on project management:

Clarify Your Ranking for System Problem Reports
By Johanna Rothman
http://www.stickyminds.com/r.asp?F=W6288

and

Arguing Apples and Oranges
By Elisabeth Hendrickson
http://www.stickyminds.com/r.asp?F=W6323

SQE Internet publishing Editor-in-Chief Robert Rose-Coutré has seventeen years of editing and writing experience in print and online publishing. He has published in the software industry for six years.