

**In the beginning was the plan, and then the specification;  
And the plan was without form, and the specification was void.**

**And darkness was on the faces of the implementers thereof;  
And they spake unto their leader, saying:  
"It is a crock of crap, and smells as of a sewer."**

**And the leader took pity on them, and spoke to the project leader:  
"It is a crock of excrement, and none may abide the odor thereof."**

**And the project leader spake unto his section head, saying:  
"It is a container of excrement, and it is very strong, such that none may abide it."**

**The section head then hurried to his department manager, and informed him thus:  
"It is a vessel of fertilizer, and none may abide its strength."**

**The department manager carried these words to his general manager, and spoke unto him saying:  
"It containeth that which aideth the growth of plants, and it is very strong."**

**And so it was that the general manager rejoiced and delivered the good news unto the Vice President:  
"It promoteth growth, and it is very powerful."**

**The Vice President rushed to the President's side, and joyously exclaimed:  
"This powerful new software product and will promote the growth of the company!"**

**And the President looked upon the product,  
and saw that it was very good.**