

"The Mission is Critical" is your ultimate guide to building hyperscale data centers without overcomplicating the process. Written by industry expert Justin DeFillippo, this book breaks down the entire journey—from site selection and construction to management and business strategies—with a straightforward, no-nonsense approach. Drawing on decades of hands-on experience, Justin demystifies the complexities of data center development, showing that, at its core, it's about making smart, numbers-driven decisions and sticking to the basics.

Whether you're a seasoned professional or new to the field, "The Mission is Critical" offers practical insights on everything from navigating the toughest markets like NYC to understanding key components like power, cooling, and security. The book also dives into the business side, highlighting how to maximize profitability through strategic leases, minimal tech investments, and effective risk management. Justin emphasizes the importance of caution in an ever-evolving market, reminding readers of past lessons like the dot-com era and encouraging a forward-thinking, adaptable mindset.

With clear explanations, real-world examples, and a focus on simplicity, "The Mission is Critical" equips you with the knowledge and confidence to tackle data center projects with a practical, down-to-earth perspective. Whether you're aiming to build, manage, or invest, this book is your essential roadmap to success in the mission-critical world.