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Scrum explains how product owners can create successful products with Scrum. The book describes a broad range of agile product management practices, including making agile product discovery work, taking advantage of emergent requirements, creating the

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minimal marketable product,
leveraging early customer feedback,
and working closely with the
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Agile Product Management with
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Scrum, leading Scrum consultant Roman Pichler uses real-world examples to demonstrate how product owners can create successful products with Scrum. He describes a broad range of agile product management practices, including making agile product discovery work, taking

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Scrum advantage of emergent requirements, creating the minimal marketable product, leveraging early customer feedback, and working closely with the development team.

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Scrum Product Management with Scrum in a Nutshell Leading Agile Methods. Agile is a mindset and it's a set of values and principles. Agile is a way of thinking and acting. Scrum Framework Basics. Scrum is a framework within which people can address complex adaptive problems,

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Scrum: The Product Backlog Agile
calls for Product Owners to provide
prioritize user stories in the product

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Scrum. The product backlog is an ordered list of user stories or larger requirements called features or epics, depending on their size. The work that has more customer value should be developed sooner.

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Scrum is one of the agile methodologies designed to guide teams in the iterative and incremental delivery of a product. Often referred to as "an agile project management framework," its focus is on the use of an empirical process that allows teams

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Scrum respond rapidly, efficiently, and effectively to change.

Agile project management with Scrum
- PMI

In the Scrum Framework, a few of the Product Owners' responsibilities are described, such as Product Backlog

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Scrum management, maximizing value and stakeholder management. Besides these responsibilities, the Product Owner role also has a lot to do with product management! So, a Product Owner is a sort of Agile Product Manager. The Product Owner role is totally different from traditional roles

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Scrum that are know in most organizations.
Some people think that the Product
Owner is a kind of 'Agile project ...

10 Tips for Product Owners on Agile
Product Management ...

Scrum is such a popular agile
framework that scrum and agile are

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Scrum is often misunderstood to be the same thing. But there are other frameworks, like kanban , which is a popular alternative. Some companies even choose to follow a hybrid model of scrum and kanban, which has acquired the name of 'Scrumban' or Kanplan, which is Kanban with a

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Scrum - what it is, how it works, and why it's awesome

Agile product management has been fashionable for some time. But different people associate different meanings with it – from simply using

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Scrum the product backlog to extending Scrum by employing complex new frameworks. I view agile product management as fundamentally different from traditional product management approaches.

What is Agile Product Management?

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Scrum by Roman Pichler

Scrum is an agile framework for developing, delivering, and sustaining complex products, with an initial emphasis on software development, although it has been used in other fields including research, sales, marketing and advanced technologies.

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Scrum It is designed for teams of ten or fewer members, who break their work into goals that can be completed within timeboxed iterations, called sprints, no ...

Scrum (software development) -
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The First Guide to Scrum-Based Agile Product Management In Agile Product Management with Scrum, leading Scrum consultant Roman Pichler uses real-world examples to demonstrate how product owners can create successful products with Scrum.

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Scrum: Creating Products ...

Scrum is also cited as an agile project management system to direct teams through iterative and innovative product development. Scrum is a highly agile approach. Scrum focuses mainly on using an analytical approach

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Scrum that enables teams to react quickly, efficiently, and effectively.

What is Scrum? Agile Project Management - Simmyideas Tech Hub
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Examples to demonstrate how product owners can create successful products with Scrum. He describes a...

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Another popular agile approach is Scrum; a lightweight project-

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Scrum management framework developed to help companies create, deliver, and sustain complex products. Using the Scrum agile framework, product teams break down their plans for long-term projects into short-term periods of work called sprints.

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Scrum for Agile Product Management
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Whether or not a team is adhering to a certain agile practice (and which one), can further muddy the waters when it comes to what a product manager does. For instance, if a team is

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practicing Scrum, then they also need to have a product owner.

Product Manager: The role & how to master it | Atlassian

A signatory of the Agile Manifesto in 2001, he subsequently founded the Agile Alliance and the Scrum Alliance.

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Ken authored Agile Project Management with Scrum and coauthored Agile Software Development with Scrum and has helped train more than 47,000 certified ScrumMasters.

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Scrum A comprehensive, expert guide to Scrum-based agile project ownership and management: roles, techniques, practices, and intangibles * *An indispensable resource for Scrum 'product owners,' the pivotal players in Scrum projects - and for all stakeholders who interact with them.

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Scrum *Covers product vision, exploration, user stories, use cases, planning poker, release planning, and much more. *Responds to one of the most crucial challenges in making agile work in the enterprise: finding and training the right product owner. In Scrum projects, the product owner

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Scrum plays a pivotal role, but until recently, few have been trained in the unique skills, techniques, and attitudes they need to succeed in this role. That's why courses on Scrum product ownership are soaring in popularity - and it's why this book is so important. Agile Product Management with

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Scrum is the first book to define and describe the role of agile product ownership in a systematic and comprehensive way. It covers a broad range of agile practices from the product owner's perspective, including product vision, exploration, user stories, use cases, 'planning poker,'

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Scrum, release planning, portfolio management, and more. Drawing on extensive experience helping organizations succeed with Scrum, top agile consultant Roman Pichler gets down to the brass tacks: saving time and money while improving both quality and agility. He also addresses

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Scrum critical upstream processes and 'fuzzy front end' that organizations must get right if they are to adopt Scrum across the enterprise. This practical book is an indispensable resource for everyone who plays the role of product owner, or anticipates doing so. It will also be extremely useful to all

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Stakeholders who interact with product owners - which is to say, the entire Scrum project team.

The First Guide to Scrum-Based Agile Product Management In Agile Product Management with Scrum, leading Scrum consultant Roman Pichler uses

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Scrum real-world examples to demonstrate how product owners can create successful products with Scrum. He describes a broad range of agile product management practices, including making agile product discovery work, taking advantage of emergent requirements, creating the

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Scrum minimal marketable product, leveraging early customer feedback, and working closely with the development team. Benefitting from Pichler's extensive experience, you'll learn how Scrum product ownership differs from traditional product management and how to avoid and

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Overcome the common challenges that Scrum product owners face. Coverage includes Understanding the product owner's role: what product owners do, how they do it, and the surprising implications Envisioning the product: creating a compelling product vision to galvanize and guide the team and

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Stakeholders Grooming the product backlog: managing the product backlog effectively even for the most complex products Planning the release: bringing clarity to scheduling, budgeting, and functionality decisions Collaborating in sprint meetings: understanding the product owner's

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Scrum role in sprint meetings, including the dos and don'ts Transitioning into product ownership: succeeding as a product owner and establishing the role in the enterprise This book is an indispensable resource for anyone who works as a product owner, or expects to do so, as well as executives

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Scrum coaches interested in establishing agile product management.

The rules and practices for Scrum—a simple process for managing complex projects—are few, straightforward, and easy to learn. But Scrum's simplicity itself—its lack of prescription—can be

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Scrum, and new practitioners often find themselves reverting to old project management habits and tools and yielding lesser results. In this illuminating series of case studies, Scrum co-creator and evangelist Ken Schwaber identifies the real-world lessons—the successes and

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Scrum failures—culled from his years of experience coaching companies in agile project management. Through them, you'll understand how to use Scrum to solve complex problems and drive better results—delivering more valuable software faster. Gain the foundation in Scrum theory—and

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Scrum—you need to: Rein in even the most complex, unwieldy projects
Effectively manage unknown or changing product requirements
Simplify the chain of command with self-managing development teams
Receive clearer specifications—and feedback—from customers Greatly

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Scrum
Reduce project planning time and
required tools Build—and
release—products in 30-day cycles so
clients get deliverables earlier Avoid
missteps by regularly inspecting,
reporting on, and fine-tuning projects
Support multiple teams working on a
large-scale project from many

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geographic locations Maximize return
on investment!

This book will help you become a
better product leader. Benefitting from
Roman Pichler's extensive experience,
you will learn how to align
stakeholders and guide development

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Scrum even in challenging circumstances, avoid common leadership mistakes, and grow as a leader. Written in an engaging and easily accessible style, How to Lead in Product Management offers a wealth of practical tips and strategies. Through helpful examples, the book

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illustrates how you can directly apply the techniques to your work. Coverage includes: * Choosing the right leadership style * Cultivating empathy, building trust, and influencing others * Increasing your authority and empowering others * Directing stakeholders and development teams

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- * Making decisions that people will support and follow through
- * Successfully resolving disputes and conflicts even with senior stakeholders
- * Listening deeply to discover and address hidden needs and interests
- * Practising mindfulness and embracing a growth mindset to

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Scrum as a leader Praise for How to
Lead in Product Management:

"Roman has done it again, delivering a practical book for the product management community that appeals to both heart and mind. How to Lead in Product Management is packed with concise, direct, and practical advice

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Scrum that addresses the deeper, personal aspects of the product leadership. Roman's book shares wisdom on topics including goals, healthy interactions with stakeholders, handling conflict, effective conversations, decision-making, having a growth mindset, and self-

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Scrum. It is a must read for both new and experienced product people."

~Ellen Gottesdiener, Product Coach at EBG Consulting "Being a great product manager is tough. It requires domain knowledge, industry knowledge, technical skills, but also the skills to lead and inspire a team.

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Roman Pichler's How to Lead in Product Management is the best book I've read for equipping product managers to lead their teams." ~Mike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied "This is the book that has been missing for product

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people. Roman has created another masterpiece, a fast read with lots of value. It's a must read for every aspiring product manager." ~Magnus Billgren, CEO of Tolpagorni Product Management "How Lead in Product Management is for everyone who manages a product or drives important

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Scrum business decisions. Roman lays out the key challenges of product leadership and shows us ways of thoughtfully working with team members, stakeholders, partners, and the inevitable conflicts." ~Rich Mironov, CEO of Mironov Consulting and "Smokejumper" Head of Product

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"Agile Excellence for Product Managers" is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP,

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Scrum,) the role of product management, release planning, and more.

The Professional Product Owner's
Guide to Maximizing Value with Scrum
“This book presents a method of
communicating our desires, cogently,

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Scrum. Coherently, and with a minimum of fuss and bother.” —Ken Schwaber, Chairman & Founder, Scrum.org The role of the Product Owner is more crucial than ever. But it's about much more than mechanics: it's about taking accountability and refocusing on value as the primary objective of all

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Scrum. In *The Professional Product Owner*, two leading experts in successful Scrum product ownership show exactly how to do this. You'll learn how to identify where value can be found, measure it, and maximize it throughout your entire product lifecycle. Drawing on their combined

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40+ years of experience in using agile and Scrum in product management, Don McGreal and Ralph Jocham guide you through all facets of envisioning, emerging, and maturing a product using the Scrum framework. McGreal and Jocham discuss strategy, showing how to connect Vision, Value, and

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Scrum Validation in ROI-focused agile product management. They lay out Scrum best-practices for managing complexity and continuously delivering value, and they define the concrete practices and tools you can use to manage Product Backlogs and release plans, all with the goal of making you a

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Scrum more successful Product Owner.

Throughout, the authors share revealing personal experiences that illuminate obstacles to success and show how they can be overcome.

Define success from the “outside in,” using external customer-driven measurements to guide development

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Scrum and maximize value Bring empowerment and entrepreneurship to the Product Owner's role, and align everyone behind a shared business model Use Evidence-Based Management (EBMgt) to invest in the right places, make smarter decisions, and reduce risk Effectively apply

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Scrum's Product Owner role, artifacts, and events Populate and manage Product Backlogs, and use just-in-time specifications Plan and manage releases, improve transparency, and reduce technical debt Scale your product, not your Scrum Use Scrum to inject autonomy, mastery, and purpose

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Screem into your product team's work
Whatever your role in product management or agile development, this guide will help you deliver products that offer more value, more rapidly, and more often. Register your book for convenient access to downloads, updates, and/or

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corrections as they become available.
See inside book for details.

This is a comprehensive guide to Scrum for all (team members, managers, and executives). If you want to use Scrum to develop innovative products and services that

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Scrum delight your customers, this is the complete, single-source reference you've been searching for. This book provides a common understanding of Scrum, a shared vocabulary that can be used in applying it, and practical knowledge for deriving maximum value from it.

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Agile development processes foster better collaboration, innovation, and results. So why limit their use to software projects—when you can transform your entire business?

Written by agile-mentoring expert Jochen Krebs, this book illuminates

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the opportunities—and rewards—of applying agile processes to your overall IT portfolio. Whether project manager, business analyst, or executive—you'll understand the business drivers behind agile portfolio management. And learn best practices for optimizing results. Use agile

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Sources to align IT and business strategy Adapt and extend core agile processes Orchestrate the collaboration between IT and business vision Eliminate wish-list driven requirements, and manage expectations instead Optimize the balance of projects, resources, and

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Scrum in your portfolio Use metrics to communicate project status, quality, even team morale Create a portfolio strategy consistent with the goals of the organization Achieve organizational and process transparency Manage your business with agility—and help maximize the

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Every product owner faces a complex and unique set of challenges within their team. This provides each individual the opportunity to fill the role with different ambitions, skills, and insights. Your product ownership

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Journey can take a variety of paths, and *The Art of Agile Product Ownership* is here to be your guide. Author Allan Kelly, who delivers Agile training courses to major companies, pulls from his experience to help you discover what it takes to be a successful product owner. You will

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Learn how you need to define your role within a team and how you can best incorporate ownership with strategy. With the Agile method, time is the key factor, and after using the lessons from this book you will confidently be able to synthesize features, functionality, and scope against

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Scrum. You will find out how other team members such as the UX designer and business analyst can support and enhance your role as product owner, and how every type of company structure can adapt for optimal agility. The Art of Agile Product Ownership is a beacon for current

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Product owners, programmers who are ready to take the next step towards ownership, and analysts transitioning into the product space. This book helps you determine for yourself the best way to fill the product owner role so that you utilize your unique combination of skills. Product

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Ownership is central to a successful Agile team, and after reading this book, you will be more than ready for the challenge. What You Will Learn Explores activities the product owner needs to do in order to write good and valuable user stories Identifies skills product owners can learn from product

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Scrum managers and business analysts

Demonstrates how to make decisions based on business and customer demand rather than technical needs and feasibility Who This Book Is

For This is a book for anyone becoming a product owner: developers and programmers, who, after some

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Scrum at the code-face, are ready to step up to the next stage to own the product that they have been coding. Business Analysts and Product Managers who see themselves transitioning into the a product owner role will find value in this book in understanding their new role and how

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Scrum the work is the same and how it is
different

Provides recommendations and case
studies to help with the implementation
of Scrum.

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