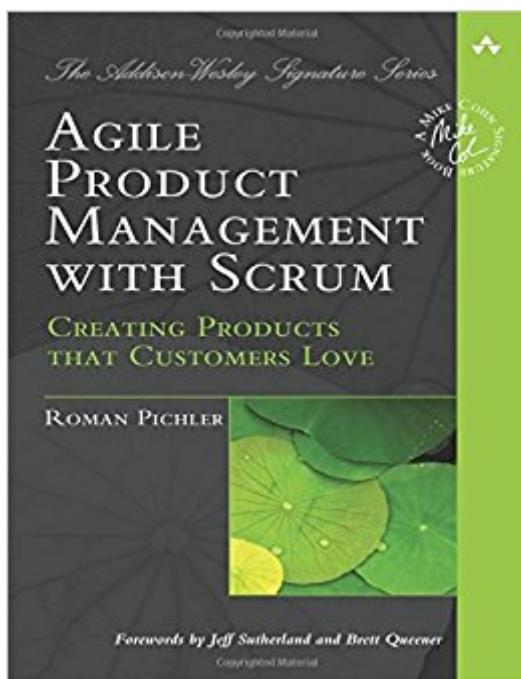The book was found

Agile Product Management With Scrum: Creating Products That Customers Love (Addison-Wesley Signature Series (Cohn))

Synopsis

The First Guide to Scrum-Based Agile Product Management Ã Â 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. He describes a broad range of agile product management practices, including making agile product discovery work, taking advantage of emergent requirements, creating the minimal marketable product, leveraging early customer feedback, and working closely with the development team. Ã Â Benefitting from PichlerÃ¢â ¬â„¢s extensive experience, youÃ¢â ¬â„¢ll learn how Scrum product ownership differs from traditional product management and how to avoid and overcome the common challenges that Scrum product owners face. Ã Â Coverage includes Understanding the product ownerÃ¢â ¬â„¢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 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 ownerÃ¢â ¬â„¢s role in sprint meetings, including the dos and donÃ¢â ¬â„¢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 and coaches interested in establishing agile product management.

Book Information

Series: Addison-Wesley Signature Series (Cohn)

Paperback: 160 pages

Publisher: Addison-Wesley Professional; 1 edition (April 1, 2010)

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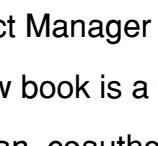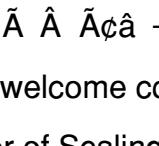Product Dimensions: 6 x 0.4 x 8.8 inches

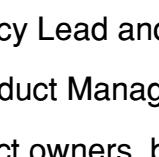Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars   62 customer reviews
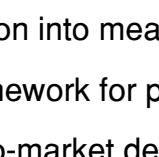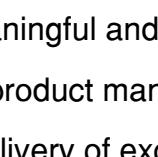
Best Sellers Rank: #94,263 in Books (See Top 100 in Books)   #24 inÃ Â Books > Business & Money > Management & Leadership > Quality Control & Management > Agile   #100 inÃ Â Books > Textbooks > Computer Science > Software Design & Engineering   #229 inÃ Â Books > Computers

Customer Reviews

Ã¢â ¬Å"Product owners have had few places to turn to for advice, despite having the hardest role on an agile project. This book rectifies that. Roman PichlerÃ¢â ¬â„¢s insights into the duties of the product owner are powerful and practical. Correctly applied, his advice will benefit any product owner and agile team.Ã¢â ¬Å• Ã¢â ¬â œMike Cohn, Author of Succeeding with Agile, Agile Estimating and Planning, and User Stories Applied Ã Â Ã¢â ¬Å"Scrum is silent on how a product owner can maximize value. Most product managers and marketers donÃ¢â ¬â„¢t know how to use the iterative, incremental nature of Scrum to do so. Roman has filled this hole nicely with his new book, Agile Product Management with Scrum.Ã¢â ¬Å• Ã¢â ¬â œKen Schwaber, codeveloper of the Scrum process Ã Â Ã¢â ¬Å"With so little written on the intersections of agile methods and product management, Roman makes a significant contribution to the field. The book provides clear guidance and rich examples on how to become an agile product manager and a successful product owner, and, further, how to lead with a strong vision. This book is a must read for product managers new to Scrum, product owners new to product management, and any product manager who wants to get the most out of Agile.Ã¢â ¬Å• Ã¢â ¬â œGreg Cohen, Principal Consultant, 280 Group and Director, Silicon Valley Product Management Association Ã Â Ã¢â ¬Å"IÃ¢â ¬â„¢m always happy to hear what Roman is thinking. What I really like about this book is that he not only shares his experience (Ã¢â ¬Å"Common MistakesÃ¢â ¬Å• is a great section), but he also brings in the wisdom of others in the field. This powerful combination allows him to see farther ahead and share that vision with us. Thanks, Roman!Ã¢â ¬Å• Ã¢â ¬â œLinda Rising, Independent Consultant and coauthor of Fearless Change: Patterns for Introducing New Ideas Ã Â Ã¢â ¬Å"Roman PichlerÃ¢â ¬â„¢s new and remarkable book focuses on the product and the product owner role, applying Scrum to the whole value chain. His experience as a coach leads to genuinely balanced, practical, and applicable solutions for every conceivable situation in the product lifecycle. This is the definitive reference guide to agile product management for all practitioners!Ã¢â ¬Å•
Ã¢â ¬â œMarkus Andrezak, Manager, Outsourced Product Development, mobile.international GmbH Ã Â Ã¢â ¬Å"Roman PichlerÃ¢â ¬â„¢s product owner book is an easy-to-read and comprehensive description of the important role of the product owner in Scrum. It points out the significance of vision and leadership, as well as minimal marketable products and short release cycles. It is a resource for new product owners to get into their job and gives management good advice on choosing the right person for that job.Ã¢â ¬Å• Ã¢â ¬â œAndrea Heck, Dipl-Inf (Univ.),

Agile Transition Project Manager Ã Â Ã¢â ¬Å"The product owner is a vital role in Scrum, and RomanÃ¢â ¬â„¢s new book is a welcome contribution to helping product owners succeed.Ã¢â ¬Å•Ã¢â ¬â œCraig Larman, coauthor of Scaling Lean & Agile Development and Practices for Scaling Lean & Agile Development Ã Â Ã¢â ¬Å"RomanÃ¢â ¬â„¢s no-nonsense approach takes Scrum back to its roots, examining and building on the fundamental concepts behind product ownership. The focus on teamwork is a welcome antidote to process-centric views of Scrum, showing how the product owner role changes and challenges the status quo of the traditionally run project. Well researched, Roman leverages both his own experience as well as that of others, clearly showing how Scrum product ownership works to solve common problems, citing realworld examples of both success and failure. Scattered with practical tips, this book is for anybody who wants to manage or to be a Scrum product owner and release successful products using Scrum.Ã¢â ¬Å• Ã¢â ¬â œSimon Bennett, Global Competency Lead and Product Owner, EMC Consulting Ã Â Ã¢â ¬Å"Roman PichlerÃ¢â ¬â„¢s Agile Product Management with Scrum is destined to be a vital reference for agile product managers, product owners, business analysts, and anybody wanting to be a great agile product manager. Roman shares practical tips and guidance on all aspects of agile planning, the care and feeding of your product backlog, and the essential activities of visioning, valuing, and collaborating. Agile Product Management with Scrum will raise your awareness of the complex, multifaceted discipline of agile product management. Better yet, all agile team members will benefit by reading this book, because on every successful agile team, we all think like product managers.Ã¢â ¬Å• Ã¢â ¬â œEllen Gottesdiener, President/Founder, EBG Consulting, Inc. Ã Â Ã¢â ¬Å"Agile software development is about incrementally converting requirements into working software using short iterations. Agile Product Management with Scrum answers one of the most important questions in product organizations: Ã¢â ¬Å"Are we building the right product?Ã¢â ¬Å• Or, as Roman so passionately put it in his subtitle, Creating Products that Customers Love. RomanÃ¢â ¬â„¢s book is the long-awaited link to turn a broad vision into meaningful and digestible requirements. It provides a thorough introduction to the Scrum framework for product managers and executives who are eager to reduce development costs and time-to-market delivery of exciting new software products.Ã¢â ¬Å• Ã¢â ¬â œJochen Krebs, Incrementor and Author of Agile Portfolio Management Ã Â Ã¢â ¬Å"Roman delivers an agile product management book that clearly describes the importance, challenges, and pitfalls of the product owner role. Using practical examples, highlighting common mistakes, and supplying reflection questions at the end of each chapter, Roman makes the role of product owner easily accessible and doable. This is the book to read for any organization wishing to implement Scrum.Ã¢â ¬Å• Ã¢â ¬â œJessica Hildrum, former

CEO of Norwayââ¬â„¢s premier Agile training company Ã Â Ã¢â¬Å"At the core of every successful agile development team is a visionary, engaged, and empowered product manager. In Agile Product Management with Scrum, Roman Pichler gives us a simple, no-nonsense definition of the role that will lead any Scrum team to amazing results. For all of you that want to get under the covers of the most important role in agile development, this is the book for you. A must for every new product owner!Ã¢â¬Â Ã¢â¬âSteve Greene, Vice President, Program Management & Agile Development, salesforce.com

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. He describes a broad range of agile product management practices, including making agile product discovery work, taking advantage of emergent requirements, creating the 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 overcome the common challenges that Scrum product owners face. Coverage includesUnderstanding 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 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 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 enterpriseThis book is an indispensable resource for anyone who works as a product owner, or expects to do so, as well as executives and coaches interested in establishing agile product management.

Was recommended this book by the scrum master of our first team at my work. I was a new product owner coming in.Easy to read, very informative

Nice quick read. Like the break down between operational vs strategic vision role of product owner. Ba's in my company take on that operational part if the product owner role. This book helped provide a framework for explaining how a ba fits into an agile world.

The book starts slow, and the first ~30% of it don't seem insightful. After the 1/3rd mark, however, Pichler's work starts to shine. It is an incredible treasure trove of product management techniques that will definitely save many a team from failing!

The book is really great for those people who never worked or just started working in an agile environment. Though having a few years experience as agile PO I enjoyed the reading and would definitely recommend the book both to product owners to be and seasoned PO's if you feel you need to systematize your knowledge.

There are very few books on the topic. If you are interested in the topic, you will be pleased with this one.

Great read. Short but full of valuable information, does not waste your time.

The book is comprehensive about Product Owner role within Scrum. Except for some do's and don'ts for the Product Owner role the book basically refactors Agile and Scrum content available in many other books. This pretty much covers the main title of the book.But my expectations were also raised by the sub-title of the book: "Creating Products that Customers Love". Unfortunately the book didn't provide any new insights in this area for me.Still a good read for Product Owners and people new to Agile and Scrum but not if you really want to deepen your understanding about product ownership and management.

Really liked the anti-patterns described at the end of each chapter.

Agile Product Management with Scrum: Creating Products that Customers Love (Addison-Wesley Signature Series (Cohn)) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum) Essential Scrum: A Practical Guide to the Most Popular Agile Process (Addison-Wesley Signature Series (Cohn)) Coaching Agile Teams: A Companion for ScrumMasters, Agile Coaches, and Project Managers in Transition (Addison-Wesley Signature Series (Cohn)) Agile Project Management: Agile Revolution, Beyond Software Limits: A Practical Guide to Implementing

Agile Outside Software Development (Agile Business Leadership, Book 4) Agile : Agile Project Management, A QuickStart Beginners 's Guide To Mastering Agile Project Management ! Agile Software Development with Scrum (Series in Agile Software Development) King Cohn: The Life and Times of Harry Cohn (Revised and Updated) Practical Object-Oriented Design in Ruby: An Agile Primer (Addison-Wesley Professional Ruby) Continuous Delivery: Reliable Software Releases through Build, Test, and Deployment Automation (Addison-Wesley Signature Series (Fowler)) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers Ã¢â ¬â œ Watch ... Finish (E-Commerce from AÃ¢â ¬â œZ Series Book 3) Signature Editions for Trumpet (John Williams Signature Edition - Brass) (John Williams Signature Editions) Agile Project Management, A Complete Beginner's Guide To Agile Project Management! Agile Project Management QuickStart Guide: A Simplified Beginners Guide To Agile Project Management The Art of Scrummaging: A History, a Manual and a Law Dissertation on the Rugby Scrum - A Rugby Scrum Thesis Principles of Risk Management and Insurance (9th Edition) (Addison-Wesley Series in Finance) Scrum: a Breathtakingly Brief and Agile Introduction Learning Agile: Understanding Scrum, XP, Lean, and Kanban Succeeding with Agile: Software Development Using Scrum