
Acces PDF The Professional Product Owner Leveraging Scrum As A Competitive Advantage

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The Professional Product Owner Leveraging Scrum as a Competitive Advantage Addison-Wesley Professional *The Professional Product Owner's Guide to Maximizing Value with Scrum* "This book presents a method of communicating our desires, cogently, 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 you do. 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 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 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 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 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 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 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 corrections as they become available. See inside book for details. **The Professional Product Owner Leveraging Scrum As a Competitive Advantage Addison-Wesley Professional** *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 you do. 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 maximise it throughout your entire product lifecycle. Drawing on their combined 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 Validation in ROI-focused agile product management. 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Define success from the "outside in," using external customer-driven measurements to guide development and maximise value Fill the "product management vacuum" by bringing empowerment and entrepreneurship to the Product Owner's role Align everyone behind a shared model of how to create, deliver, and capture value Use Evidence-Based Management (EBMgt) to invest in the right places, make smarter decisions, and reduce risk Effectively apply Scrum's Product Owner role, artefacts, 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 into your product team's work **The Professional Scrum Product Owner Guide to Pass PSPO 1 Certification** *The brain of a Scrum Team is the Product Owner. Product Owners maximize the value of the product and optimize the work of the Development Team. It is essential for the professionals playing this role to standardize their knowledge of product ownership and benchmark their learning. This book is a clear and concise guide to those preparing for Scrum.org Professional Scrum Product Owner 1 (PSPO 1) assessment certification. The book covers the thorough scope of assessment areas and provides more than 120 practice questions. **The Nexus Framework for Scaling Scrum Continuously Delivering an Integrated Product with Multiple Scrum Teams Addison-Wesley Professional** *Improve and Accelerate Software Delivery for Large, Distributed, Complex Projects The Nexus Framework is the simplest, most effective approach to applying Scrum at scale across multiple teams, sites, and time zones. Created by Scrum.org—the pioneering Scrum training and certification organization founded by Scrum co-creator Ken Schwaber—Nexus draws on decades of experience to address the unique challenges teams face in coming together, sharing work, and managing and minimizing dependencies. The Nexus™ Framework for Scaling Scrum is a concise book that shows how Nexus helps teams to deliver a complex, multi-platform, software-based product in short, frequent cycles, without sacrificing consistency or quality, and without adding unnecessary complexity or straying from Scrum's core principles. Using an extended case study, the authors illustrate how Nexus helps teams solve common scaling challenges like reducing cross-team dependencies, preserving team self-organization and transparency, and ensuring accountability. Understand the challenges of delivering working, integrated product increments with multiple teams, and how Nexus addresses them Form a Nexus around a new or existing product and learn how that Nexus sets goals and plans its work Run Sprints within a Nexus, provide transparency into progress, conduct effective Nexus Sprint reviews, and use Nexus Sprint Retrospectives to continuously improve Overcome the distributed team collaboration challenges **Mastering Professional Scrum A Practitioners Guide to Overcoming Challenges and Maximizing the Benefits of Agility Addison-Wesley Professional** "Our job as Scrum professionals is to continually improve our ability to use Scrum to deliver products and services that help customers achieve valuable outcomes. This book will help you to improve your ability to apply Scrum." —From the Foreword by Ken Schwaber, co-author of Scrum Mastering Professional Scrum is for anyone who wants to deliver increased value by using Scrum more effectively. Leading Scrum practitioners Stephanie Ockerman and Simon Reindl draw on years of Scrum training and coaching to help you return to first principles and apply Scrum with the professionalism required to achieve its transformative potential. The authors aim to help you focus on proven Scrum approaches for improving quality, getting and using fast feedback, and becoming more adaptable, instead of "going through the motions" and settling for only modest improvements. Whether you're a Scrum Master, Development Team member, or Product Owner, you'll find practical advice for facing challenges with transparency and courage, overcoming a wide array of common challenges, and continually improving your Scrum practice. Realistically assess your current Scrum practice, and identify areas for improvement Recognize what a great Scrum Team looks like and get there Focus on "Done"—not "sort-of-Done" or "almost-Done" Measure and optimize the value delivered by every Product Increment Improve the way you plan, develop, and grow Clear away wider organizational impediments to agility and professionalism Overcome common misconceptions that stand in the way of progress Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details. **Agile Product Management with Scrum Creating Products that Customers Love (Adobe Reader) Addison-Wesley Professional** *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 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 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 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. **The Art of Agile Product Ownership A Guide for Product Managers, Business Analysts, and Entrepreneurs Apress** 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 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 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 delivery. 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 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 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 LearnExplores activities the product owner needs to do in order to write good and valuable user storiesIdentifies skills product owners can learn from product managers and business analystsDemonstrates how to make decisions based on business and customer demand rather than technical needs and feasibility Who This Book Is ForThis is a book for anyone becoming a product owner: developers and programmers, who, after some years 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 the work is the same and how it is different **Agile Leadership Toolkit Learning to Thrive with Self-Managing Teams Addison-Wesley Professional** *Practical, Proven Tools for Leading and Empowering High-Performing Agile Teams A leader is like a farmer, who doesn't grow crops by pulling them but instead creates the perfect environment for the crops to grow and thrive. If you lead in organizations that have adopted agile methods, you know it's crucial to create the right environment for your agile teams. Traditional tools such as Gantt charts, detailed plans, and internal KPIs aren't adequate for complex and fast-changing markets, but merely trusting employees and teams to self-manage is insufficient as well. In Agile Leadership Toolkit, longtime agile leader Peter Koning provides a practical and invaluable steering wheel for agile leaders and their teams. Drawing on his extensive experience helping leaders drive more value from agile, Koning offers a comprehensive toolkit for continuously improving your environment, including structures, metrics, meeting techniques, and governance for creating thriving teams that build disruptive products and services. Koning thoughtfully explains how to lead agile teams at large scale and how team members fit into both the team and the wider organization. Architect environments that******

help teams learn, grow, and flourish for the long term Get timely feedback everyone can use to improve Co-create goals focused on the customer, not the internal organization Help teams brainstorm and visualize the value of their work to the customer Facilitate team ownership and accelerate team learning Support culture change, and design healthier team habits Make bigger changes faster This actionable guide is for leaders at all levels—whether you're supervising your first agile team, responsible for multiple teams, or lead the entire company. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details. **Product Management Essentials Tools and Techniques for Becoming an Effective Technical Product Manager Apress** Gain all of the techniques, teachings, tools, and methodologies required to be an effective first-time product manager. The overarching goal of this book is to help you understand the product manager role, give you concrete examples of what a product manager does, and build the foundational skill-set that will gear you towards a career in product management. To be an effective PM in the tech industry, you need to have a basic understanding of technology. In this book you'll get your feet wet by exploring the skills a PM needs in their toolset and cover enough ground to make you feel comfortable in a technical discussion. A PM is not expected to have the same level of depth or knowledge as a software engineer, but knowing enough to continue the conversation can be a benefit in your career in product management. A complete product manager will have a 360-degree understanding of user experience and how to craft beautiful products that are easy-to-use, with the end user in mind. You'll continue your journey with a walk through basic UX principles and even go through the process of building a simple set of UI frames for a mock app. Aside from the technical and design expertise, a PM needs to master the social aspects of the role. Acting as a bridge between engineering, marketing, and other teams can be difficult, and this book will dive into the business and soft skills of product management. After reading Product Management Essentials you will be one of a select few technically-capable PMs who can interface with management, stakeholders, customers, and the engineering team. What You Will Learn Gain the traits of a successful PM from industry PMs, VCs, and other professionals See the day-to-day responsibilities of a PM and how the role differs across tech companies Absorb the technical knowledge necessary to interface with engineers and estimate timelines Design basic mocks, high-fidelity wireframes, and fully polished user interfaces Create core documents and handle business interactions Who This Book Is For Individuals who are eyeing a transition into a PM role or have just entered a PM role at a new organization for the first time. They currently hold positions as a software engineer, marketing manager, UX designer, or data analyst and want to move away from a feature-focused view to a high-level strategic view of the product vision. **Zombie Scrum Survival Guide Addison-Wesley Professional** Scrum is the most popular approach to Agile software development. It's been around for more than 20 years, and it's used by tens of millions of practitioners. Even so, by some estimates, over 70% of Scrum adoptions fall flat and get stuck. Developers find themselves using "Zombie Scrum" processes that look like Scrum from a distance, but are slow, lifeless, and joyless instead. Zombie Scrum Survival Guide doesn't just reveal why this happens: it shows how to supercharge your Scrum outcomes, and have more fun along the way. Writing for all individuals, teams, and organizations who want to achieve more with Scrum, this guide combines theoretical foundations with practical approaches, exercises, and facilitation techniques for making progress in widely diverse situations, and engaging everyone in the organization to get more out of Scrum. You'll find specific guidance for building what the user needs, shipping faster, improving continuously, self-organizing your teams, and more. Drawing on extensive experience empowering developers, the authors also introduce powerful Liberating Structures patterns for enriching group interactions, so Scrum makes development more effective and fulfilling for everyone involved. **BECOMING AN AWESOME PRODUCT OWNER DEVELOPING PRODUCTS IN THE AGILE WAY** Becoming an Awesome Product Owner is a book for Agile Product Owners, Product Managers, Product Leaders, Scrum Masters and anyone else trying to find answers in the confusing world of Agile. The book will answer questions like; I want to be a Product Owner, what do I need to do? What certification should I get? I am a Product Owner, but am I doing things the right way? What is product vision? And the list goes on. Agile is an effective and productive way of working and good Product Owners are in demand. This book goes beyond basic Agile training as it illustrates practical, hands-on product development from start to finish. This is a book not only for those who want to be exceptional Product Owners, but also for leaders, Agile coaches, Scrum Masters and business owners keen to implement the Agile methodology in their workplaces. **The Professional Scrum Team Addison-Wesley Professional** The Scrum Framework comprises eleven rules based on empirical process control. These rules can easily be described and understood, but they can be extremely challenging for teams to implement. The Professional Scrum Team helps real-world teams bring Scrum rules to life in their everyday work. Leading Scrum.org consultants and trainers Peter Götz and Uwe M. Schirmer bring together proven practices based on their real-life experience working in (and with) real Scrum teams. They show how Scrum teams can optimize their performance as teams, and how each participant can work more successfully as a Scrum team member. The authors introduce a team as it starts out with Scrum, and follows that team as it gains experience and functions with increasing effectiveness. First, you'll watch the team discover that its legacy approach to developing complex software doesn't work, seek a better way, and discover Scrum. Next, you'll watch the team take its first steps with Scrum and gain hard-won practical experience. In Part II, you'll watch as it finds better ways to discuss and describe requirements to optimize stakeholder collaboration, so developers can create the right product. Then, in Part III, you'll turn to development team practices and agile tools, discovering ways to continually improve quality and deliver functionality in ever-shorter cycles. **The Professional Scrum Master (PSM I) Guide Successfully practice Scrum with real-world projects and achieve your PSM I certification with confidence Packt Publishing Ltd** Go from absolute beginner to passing your PSM I exam first time with this comprehensive guide. Packed with practical examples, this book is updated for the latest Scrum guidelines to turn you into a Scrum Master! Key FeaturesGo from absolute beginner to exam-ready with detailed explorations of Scrum use-casesUnderstand the different applications of agile concepts, and how to best apply them to your businessDiscover expert tips and work with real-world examples to pass the PSM I certification exam first timeBook Description Ever wondered why you'd use Scrum over other process frameworks? Or what makes Agile just so agile? Or why you should bother with the PSM certification? This book has you covered. The Professional Scrum Master (PSM I) Guide is a comprehensive tutorial that will not only introduce you to the basics of Scrum, but build you up to be ready to pass your PSM I exam first time round. Where other books avoid detail, this guide provides you with detailed practical examples to take you from being an apprentice to becoming a master. Assuming you're a total beginner, this book will introduce you to Scrum methodologies with detailed use cases, teaching you the secrets of Scrum in such a way that you'll be well-equipped for the PSM I exam. This book demonstrates the real-world applications of Scrum in a variety of scenarios, all with practical examples. You'll understand why the structure of your Scrum team matters, what you can achieve with properly planned sprints, and how to create and manage sprint and product backlogs. The chapters are regularly concluded with quizzes relevant to the exam, reinforcing the values you learn on your journey. Finally, it concludes with some exam preparation and myth-dispelling to make sure you have an edge when it comes to earning your certificate. This is a guide that'll ensure you won't fall behind in an ever increasingly agile world. What you will learnGet to grips with Agile development and Scrum from the ground upUnderstand the roles and responsibilities within the Scrum teamDiscover how to conduct Scrum events and create Scrum artifactsExplore real-world scenarios and use cases for Scrum in actionDevelop an in-depth understanding of how to run a successful sprint to deliver results quicklyBe fully prepared and able to pass your PSM I exam first timeWho this book is for Assuming no prior knowledge of Scrum, this book is for professionals who want to build a strong foundation in Scrum practices with the intention of passing the PSM I exam. If you're a product owner or project manager looking to stay relevant in an agile world, this book is essential to helping you become a Scrum Master. **The Lean Mindset Ask the Right Questions Addison-Wesley** What company doesn't want energized workers, delighted customers, genuine efficiency, and breakthrough innovation? The Lean Mindset shows how lean companies really work—and how a lean mindset is the key to creating stunning products and delivering amazing services. Through cutting-edge research and case studies from leading organizations, including Spotify, Ericsson, Intuit, GE Healthcare, Pixar, CareerBuilder, and Intel, you'll discover proven patterns for developing that mindset. You'll see how to cultivate product teams that act like successful startups, create the kind of efficiency that attracts customers, and leverage the talents of bright, creative people. The Poppendiecks weave lean principles throughout this book, just as those principles must be woven throughout the fabric of your truly lean organization. Learn How To Start with an inspiring purpose, and overcome the curse of short-term thinking Energize teams by providing well-framed challenges, larger purposes, and a direct line of sight between their work and the achievement of those purposes Delight customers by gaining unprecedented insight into their real needs, and building products and services that fully anticipate those needs Achieve authentic, sustainable efficiency without layoffs, rock-bottom cost focus, or totalitarian work systems Develop breakthrough innovations by moving beyond predictability to experimentation, beyond globalization to decentralization, beyond productivity to impact Lean approaches to software development have moved from novelty to widespread use, in large part due to the principles taught by Mary and Tom Poppendieck in their pioneering books. Now, in The Lean Mindset, the Poppendiecks take the next step, looking at a company where multidiscipline teams are expected to ask the right questions, solve the right problems, and deliver solutions that customers love. **Learning to Program Pearson Education** Helps readers develop a solid foundation in programming, teaching concepts that can be used with any modern programming language, covering such topics as text editors, build tools, programming standards, regular expressions, and debugging. **Product Management Simplified Toolkit to Become a PM Notion Press** More than 80% of the PMs are not having clarity on the right resources to become a PM • Nearly 50% of the PMs are taking more than 12 months to gain awareness of the different roles and responsibilities of a PM • Nearly 60% of the PMs are taking more than 6 months to learn the fundamental concepts of a PM This book is crafted with the step-by-step procedure, case studies and proven methods to get your product management basics right. This book also provides a structured approach to transition into product management from diverse disciplines such as engineering, project management, sales, marketing and customer support. Testimonials Product Management Simplified is a great starting guide for an aspiring Product Manager. Laid out in a very illustrative and easy to read manner, the book does a very good job of hand holding the reader through the various nuances and techniques of product management... - Raghuraman, Director of Product Management, Flipkart Experienced PMs can get benefitted by connecting all the dots by leveraging comprehensive coverage of Product Management fundamentals and relevant frameworks.. - Javed Beg, Director of Product Management, Oracle I highly recommend this book to anyone who is exploring product management as a career choice or anyone who wants to move to the next level in their PM journey... - Dinesh V, VP Product Management, OrangeScape ...Guru and Lokesh have laid out the steps to effective and successful Product Management through insightful data, lucid representation and witty presentation... - Arks Srinivas, President, Career Launcher Educate Ltd. **The Professional Agile Leader The Leader's Journey Toward Growing Mature Agile Teams and Organizations Professional Scrum Hone Your Agile Leadership Skills to Help Your Organization Transform and Thrive** Drawing on vast experience, Ron, Kurt, and Laurens tease out practical tips and patterns for good leadership [and show] how a leader can help shape the environment for agile teams to succeed. . . . The narrative style of the book makes it easy to read, and I am sure there will be many times that you see yourself in it. --From the Foreword by Dave West, CEO and Product Owner, Scrum.org To leverage the immense opportunities associated with accelerating change, organizations need teams capable of trying new ideas quickly, learning from their experiences, and adapting based on that learning. Helping these teams to grow and thrive requires agile leaders who support, inspire, and encourage, and who can leave behind the management skills of directing, monitoring, and rewarding or punishing. The Professional Agile Leader is a realistic, practical guide, written by experienced agile leaders who share their collective experiences in helping agile leaders to grow responsive and adaptive teams. They structure powerful lessons around a case study based on decades of experience helping agile leaders achieve and sustain agile transformation. Best of all, they never settle for high-level hand-waving—they show you how it's really done. Reignite once-successful organizations that have lost their way Form cross-functional teams and empower them with purpose Learn to let go, as your teams start taking more responsibility Overcome forces that want to reel you back into the old rules Realign the whole organization, since agile and traditional models can't coexist forever Achieve the most challenging goal of all: changing culture Great agile leaders aren't born that way—they're regular people who care deeply about helping others achieve shared goals and have discovered a better way to lead. Whatever your role in the organization, this guide will help you master those skills and mindsets a whole lot faster. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details. **Product Mastery From Good to Great Product Ownership** Scrum is the most successful framework for agile product development and much has been written about how to follow the Scrum process but the key to success is in the leadership skills of the product owner.Product Mastery explores the traits of the best product owners offering an insight into the difference between good and great product ownership and explaining how the best product owners are DRIVEN to be successful.In a follow up to the hugely successful Scrum Mastery, Geoff Watts shares more enlightening case studies on how to be:Decisive with incomplete information.Ruthless about maximizing value and minimizing risk.Informed about your product's domain.Versatile in your leadership style.Empowering of project stakeholders.Negotiable while you pursue your vision.This is essential reading for anyone involved in an agile product development effort.Geoff Watts has been a thought leader in the agile development space for many years and his books, training and coaching have helped thousands of teams across the world deliver better products more effectively. Geoff is the author of Scrum Mastery: From Good to Great Servant-Leadership and The Coach's Casebook: Mastering The Twelve Traits That Trap Us, a winner of the 2016 International Book Awards."Product Mastery is a great

book to read if you want to understand how a great Product Owner works. Whether you are hiring a Product Owner or want to be a great Product Owner, the insights that Geoff Watts shares in this book should be your guide."--Jeff Sutherland, Co-Creator of Scrum and author of *Scrum: The Art of Doing Twice The Work in Half the Time*"Geoff has done a great job at distilling the soft skills product owners need to succeed. His new book is packed with practical advice to advance your skills and become a truly great product owner."- Roman Pichler, Author of *Strategize and Agile Product Management with Scrum*. **Software in 30 Days How Agile Managers Beat the Odds, Delight Their Customers, and Leave Competitors in the Dust John Wiley & Sons** Summarizes the Agile and Scrum software development method, which allows creation of software in just 30 days. **Essential Scrum A Practical Guide to the Most Popular Agile Process Addison-Wesley Professional** 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 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. **Fixing Your Scrum Practical Solutions to Common Scrum Problems Pragmatic Bookshelf** A Scrum Master's work is never done. The Development team needs your support, the Product Owner is often lost in the complexities of agile product management, and your managers and stakeholders need to know what will be done, by when, and for how much. Learn how experienced Scrum Masters balance the demands of these three levels of servant leadership while removing organizational impediments and helping Scrum Teams deliver real world value. Discover how to visualize your work, resolve impediments, and empower your teams to self-organize and deliver using the Scrum Values, Agile Principles, and advanced coaching and facilitation techniques. A Scrum Master needs to know when their team is in trouble and understand how to help them get back on the path to delivery. Become a better Scrum master so you can find the problems holding your teams back. Has your Daily Scrum turned in to a meeting? Does your team struggle with creating user stories? Are stakeholders disengaged during Sprint Review? These issues are common. Learn to use empiricism as your guide and help your teams create great products. Scrum is so much more than a checklist of practices to follow, yet that's exactly how many organizations practice it. Bring life back to your Scrum events by using advanced facilitation techniques to leverage the full intelligence of your team. Improve your retrospectives with new formats and exercises. Ask powerful questions that spark introspection and improvement. Get support and buy-in from management. Use Scrum as a competitive advantage for your organization. Create a definition of done that improves quality and fix failing sprints. Take the next step on your journey as a Scrum master. Transform your Scrum practices to help your teams enjoy their work again as they deliver high quality products that bring value to the world. What You Need: A moderate level of experience using the Scrum Framework. **Coaching Agile Teams A Companion for ScrumMasters, Agile Coaches, and Project Managers in Transition Addison-Wesley Professional** The Provocative and Practical Guide to Coaching Agile Teams As an agile coach, you can help project teams become outstanding at agile, creating products that make them proud and helping organizations reap the powerful benefits of teams that deliver both innovation and excellence. More and more frequently, ScrumMasters and project managers are being asked to coach agile teams. But it's a challenging role. It requires new skills—as well as a subtle understanding of when to step in and when to step back. Migrating from “command and control” to agile coaching requires a whole new mind-set. In *Coaching Agile Teams*, Lyssa Adkins gives agile coaches the insights they need to adopt this new mind-set and to guide teams to extraordinary performance in a re-energized work environment. You'll gain a deep view into the role of the agile coach, discover what works and what doesn't, and learn how to adapt powerful skills from many allied disciplines, including the fields of professional coaching and mentoring. Coverage includes Understanding what it takes to be a great agile coach Mastering all of the agile coach's roles: teacher, mentor, problem solver, conflict navigator, and performance coach Creating an environment where self-organized, high-performance teams can emerge Coaching teams past cooperation and into full collaboration Evolving your leadership style as your team grows and changes Staying actively engaged without dominating your team and stunting its growth Recognizing failure, recovery, and success modes in your coaching Getting the most out of your own personal agile coaching journey Whether you're an agile coach, leader, trainer, mentor, facilitator, ScrumMaster, project manager, product owner, or team member, this book will help you become skilled at helping others become truly great. What could possibly be more rewarding? **Mastering Product Management: A Step-By-Step Guide Kevin Brennan** Mastering Product Management: A Step-by-Step Guide offers practical, real-world advice on how to create and capture value as a Product Manager. It covers the full product life cycle, from idea discovery through end-of-life. Each section is scannable and concise, around two to three pages. Rather than diving deep into the theoretical background of a given area, it serves as a checklist of the key steps a Product Manager should take to complete a given task. - Source new ideas that succeed - Set a compelling product vision and strategy - Search for profitable new business models - Become a market expert - Effectively manage roadmaps - Ensure a successful product launch - Understand value and price profitably - Build and manage high-performance teams - And much more! This book is a convenient reference guide that you can use throughout your workday. It's meant for Product Managers of all levels and for anyone wishing to understand what it takes to define, develop, launch, and market new products successfully. **Scrum - A Pocket Guide Van Haren** This pocket guide is the one book to read for everyone who wants to learn about Scrum. The book covers all roles, rules and the main principles underpinning Scrum, and is based on the Scrum Guide Edition 2013. A broader context to this fundamental description of Scrum is given by describing the past and the future of Scrum. The author, Gunther Verheyen, has created a concise, yet complete and passionate reference about Scrum. The book demonstrates his core view that Scrum is about a journey, a journey of discovery and fun. He designed the book to be a helpful guide on that journey. Ken Schwaber, Scrum co-creator says that this book currently is the best available description of Scrum around. The book combines some rare characteristics: • It describes Scrum in its entirety, yet places it in a broader context (of past and future). • The author focuses on the subject, Scrum, in a way that it truly supports the reader. The book has a language and style in line with the philosophy of Scrum. • The book shows the playfulness of Scrum. David Starr and Ralph Jocham, Professional Scrum trainers and early agile adopters, say that this is the ultimate book to be advised as follow-up book to the students they teach Scrum to and to teams and managers of organizations that they coach Scrum to. **Who Do You Want Your Customers to Become? Harvard Business Press** Who do you want your customers to become? According to MIT innovation expert and thought leader Michael Schrage, if you aren't asking this question, your strategic marketing and innovation efforts will fail. In this latest HBR Single, Schrage provides a powerful new lens for getting more value out of innovation investment. He argues that asking customers to do something different doesn't go far enough—serious marketers and innovators must ask them to become something different instead. Even more, you must invest in their capabilities and competencies to help them become better customers. Schrage's primary insight is that innovation is an investment in your client, not just a transaction with them. To truly innovate today, designing new products or features or services won't get you there. Only by designing new customers—thinking of their future state, being the conduit to their evolution—will you transform your business. Schrage explains how the above question (what he calls “The Ask”) will incite you and your team to imagine and design ideal customer outcomes as the way to drive your business's future. The Single is organized around six key insights and includes practical exercises to help you apply the question to your current situation. Schrage also includes examples from well-known companies—Google, Facebook, Disney, Starbucks, Apple, IKEA, Dyson, Ryanair, and others—to illustrate just what is possible when you apply “The Ask.” Marketing executives, brand managers, strategic innovators, and entrepreneurs alike should understand how successful innovation rebrands the client and not the product. A requisite question for its time, *Who Do You Want Your Customers To Become* will liberate you and your team from ‘innovation myopia’—and turn your innovation efforts on their head. HBR Singles provide brief yet potent business ideas, in digital form, for today's thinking professional. **A Scrum Book The Spirit of the Game Pragmatic Bookshelf** Building a successful product usually involves teams of people, and many choose the Scrum approach to aid in creating products that deliver the highest possible value. Implementing Scrum gives teams a collection of powerful ideas they can assemble to fit their needs and meet their goals. The ninety-four patterns contained within are elaborated nuggets of insight into Scrum's building blocks, how they work, and how to use them. They offer novices a roadmap for starting from scratch, yet they help intermediate practitioners fine-tune or fortify their Scrum implementations. Experienced practitioners can use the patterns and supporting explanations to get a better understanding of how the parts of Scrum complement each other to solve common problems in product development. The patterns are written in the well-known Alexandrian form, whose roots in architecture and design have enjoyed broad application in the software world. The form organizes each pattern so you can navigate directly to organizational design tradeoffs or jump to the solution or rationale that makes the solution work. The patterns flow together naturally through the context sections at their beginning and end. Learn everything you need to know to master and implement Scrum one step at a time—the agile way. **Product Roadmaps Relaunched How to Set Direction while Embracing Uncertainty "O'Reilly Media, Inc."** A good product roadmap is one of the most important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a comprehensive roadmap without overcommitting **The Mom Test How to talk to customers & learn if your business is a good idea when everyone is lying to you Robfitz Ltd** The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little. As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right. Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better. **The Great ScrumMaster #ScrumMasterWay Addison-Wesley Professional** This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The Fast, Focused, Practical Guide to Excellence with Scrum The Great ScrumMaster: #ScrumMasterWay is your complete guide to becoming an exceptionally effective ScrumMaster and using Scrum to dramatically improve team and organizational performance. Easy to digest and highly visual, you can read it in a weekend...and use it for an entire career. Drawing on 15 years of pioneering experience implementing Agile and Scrum and helping others do so, Zuzana Šochová guides you step by step through all key facets of success as a ScrumMaster in any context. Šochová reviews the ScrumMaster's responsibilities, introduces her powerful State of Mind model and #ScrumMasterWay approach, and teaches crucial metaskills that every ScrumMaster needs. Learn how to build more effective teams, manage change in Agile environments, and take full advantage of the immensely powerful ScrumMaster toolbox. Throughout, Šochová illuminates each concept with practical, proven examples that show how to move from idea to successful execution. Understand the ScrumMaster's key role in creating high-performance self-organizing teams Master all components of the ScrumMaster State of Mind: teaching/mentoring, removing impediments, facilitation, and coaching Operate effectively as a ScrumMaster at all levels: team, relationships, and the entire system Sharpen key ScrumMaster cognitive strategies and core competencies Build great teams, and improve teams that are currently dysfunctional Drive deeper change in a safer environment with better support for those affected Make the most of Shu Ha Ri, System Rule, Root Cause Analysis, Impact Mapping, and other ScrumMaster tools Whether you're a long-time Certified ScrumMaster (CSM) or participating in your first Scrum project, this guide will help you leverage world-class insight in all you do and get the outstanding results you're looking for. Register your product at informit.com/register for convenient access to downloads, updates, and corrections as they become available **Agile Software Requirements Lean Requirements Practices for Teams, Programs, and the Enterprise Addison-Wesley Professional** “We need better approaches to understanding and managing software requirements, and Dean provides them in this book. He draws ideas from three very useful intellectual pools: classical management practices, Agile methods, and lean product development. By combining the strengths of these three approaches, he has produced something that works better than any one in isolation.” --From the Foreword by Don Reinertsen, President of Reinertsen & Associates; author of *Managing the Design Factory*; and leading expert on rapid product development Effective requirements discovery and analysis is a critical best practice for serious application development. Until now, however, requirements and Agile methods have rarely coexisted peacefully. For many enterprises considering Agile approaches, the absence of effective and scalable Agile requirements processes has been a showstopper for Agile adoption. In *Agile Software Requirements*, Dean Leffingwell shows exactly how to create effective requirements in Agile environments. Part I presents the “big picture” of Agile requirements in the enterprise, and describes an overall process model for Agile requirements at the project team, program, and portfolio

levels Part II describes a simple and lightweight, yet comprehensive model that Agile project teams can use to manage requirements Part III shows how to develop Agile requirements for complex systems that require the cooperation of multiple teams Part IV guides enterprises in developing Agile requirements for ever-larger “systems of systems,” application suites, and product portfolios This book will help you leverage the benefits of Agile without sacrificing the value of effective requirements discovery and analysis. You’ll find proven solutions you can apply right now—whether you’re a software developer or tester, executive, project/program manager, architect, or team leader. **Scrum Shortcuts Without Cutting Corners Agile Tactics, Tools, & Tips Pearson Education** This book helps the reader translate the Scrum framework into reality to meet the Scrum challenges formal training never warned about. Drawing on his extensive agile experience in a wide range of projects and environments, the author presents thirty proven, flexible shortcuts for optimizing Scrum processes, actions, and outcomes. Each shortcut walks the reader through applying a Scrum approach to achieve a tangible output. These easy-to-digest, actionable patterns address a broad range of topics including getting started, quality and metrics, team members and roles, managing stakeholders, estimation, continuous improvement and more. **Disciplined Agile Delivery A Practitioner's Guide to Agile Software Delivery in the Enterprise IBM Press** Master IBM’s Breakthrough DAD Process Framework for Succeeding with Agile in Large, Complex, Mission-Critical IT Projects It is widely recognized that moving from traditional to agile approaches to build software solutions is a critical source of competitive advantage. Mainstream agile approaches that are indeed suitable for small projects require significant tailoring for larger, complex enterprise projects. In Disciplined Agile Delivery, Scott W. Ambler and Mark Lines introduce IBM’s breakthrough Disciplined Agile Delivery (DAD) process framework, which describes how to do this tailoring. DAD applies a more disciplined approach to agile development by acknowledging and dealing with the realities and complexities of a portfolio of interdependent program initiatives. Ambler and Lines show how to extend Scrum with supplementary agile and lean strategies from Agile Modeling (AM), Extreme Programming (XP), Kanban, Unified Process (UP), and other proven methods to provide a hybrid approach that is adaptable to your organization’s unique needs. They candidly describe what practices work best, why they work, what the trade-offs are, and when to consider alternatives, all within the context of your situation. Disciplined Agile Delivery addresses agile practices across the entire lifecycle, from requirements, architecture, and development to delivery and governance. The authors show how these best-practice techniques fit together in an end-to-end process for successfully delivering large, complex systems—from project initiation through delivery. Coverage includes Scaling agile for mission-critical enterprise endeavors Avoiding mistakes that drive poorly run agile projects to chaos Effectively initiating an agile project Transitioning as an individual to agile Incrementally building consumable solutions Deploying agile solutions into complex production environments Leveraging DevOps, architecture, and other enterprise disciplines Adapting your governance strategy for agile projects Based on facts, research, and extensive experience, this book will be an indispensable resource for every enterprise software leader and practitioner—whether they’re seeking to optimize their existing agile/Scrum process or improve the agility of an iterative process. **The Agile Samurai How Agile Masters Deliver Great Software Pragmatic Bookshelf** Printed in full color. Faced with a software project of epic proportions? Tired of over-committing and under-delivering? Enter the dojo of the agile samurai, where agile expert Jonathan Rasmusson shows you how to kick-start, execute, and deliver your agile projects. Combining cutting-edge tools with classic agile practices, The Agile Samurai gives you everything you need to deliver something of value every week and make rolling your software into production a non-event. Get ready to kick some software project butt. By learning the ways of the agile samurai you will discover: how to create plans and schedules your customer and your team can believe in what characteristics make a good agile team and how to form your own how to gather requirements in a fraction of the time using agile user stories what to do when you discover your schedule is wrong, and how to look like a pro correcting it how to execute fiercely by leveraging the power of agile software engineering practices By the end of this book you will know everything you need to set up, execute, and successfully deliver agile projects, and have fun along the way. If you're a project lead, this book gives you the tools to set up and lead your agile project from start to finish. If you are an analyst, programmer, tester, usability designer, or project manager, this book gives you the insight and foundation necessary to become a valuable agile team member. The Agile Samurai slices away the fluff and theory that make other books less-than-agile. It's packed with best practices, war stories, plenty of humor and hands-on tutorial exercises that will get you doing the right things, the right way. This book will make a difference. **User Story Mapping Discover the Whole Story, Build the Right Product "O'Reilly Media, Inc."** User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you’re attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work, and how they come to life in Agile and Lean projects Dive into a story’s lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they’re built, and learn from those you convert to working software **Strategize Product Strategy and Product Roadmap Practices for the Digital Age** Create a winning game plan for your digital products with Strategize: Product Strategy and Product Roadmap Practices for the Digital Age. Using a wide range of proven techniques and tools, author Roman Pichler explains how to create effective strategies and actionable roadmaps to help you maximize your chances of creating successful products. Written in an engaging and no-nonsense style, Strategize offers practical advice and valuable examples so that you can apply the practices directly to your products. Comprehensive and insightful, the book will enable you to make the right strategic decisions in today's dynamic digital age. Praise for "Strategize": "Strategize" offers a comprehensive approach to product strategy using the latest practices geared specifically to digital products. Not just theory, the book is chock-full of real-world examples, making it easier to apply the principles to your company and products. "Strategize" is essential reading for everyone in charge of products: product executives, product managers, and product owners." Steve Johnson, Founder at Under10 Consulting, author, speaker, consultant, guitar player. "Whether you are new to product management or an experienced practitioner, "Strategize" is a must read. You are guaranteed to get new ideas about how to develop or improve your product strategy and how to execute it successfully. It's an essential addition to every product manager's reading list." Marc Abraham, Senior Product Manager at Notonthehighstreet.com. "Roman Pichler's latest book provides essential guidance for all product owners and anyone involved in product strategy or roadmapping. I highly recommend it." Mike Cohn, Author of "Succeeding with Agile," "Agile Estimating and Planning," and "User Stories Applied" **Agile Project Management with Scrum Microsoft Press** 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 disarming, 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 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 practice—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 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 geographic locations Maximize return on investment! **Scrum - A Pocket Guide - 3rd edition A Smart Travel Companion Van Haren** This pocket guide to Scrum is the one book for everyone who wants to learn or re-learn about Scrum. The book describes the framework as it was designed and intended, with a strong focus on the purpose to the rules and adding an historical perspective to Scrum and the Agile movement. As the balance of society keeps shifting from industrial labor to digital work, complexity and unpredictability keep increasing. The need for agility through Scrum increases equally, in and beyond software and product development. This 3rd edition of Scrum - A Pocket Guide, while introducing some changes in terminology, more than ever offers the clarity and insights on Scrum that many organizations need, more than ever. It will help people and their organizations properly shape their Scrum, regardless of their domain or business. Scrum - A Pocket Guide is an extraordinarily competent book. It flows with insight, understanding, and perception. This should be the de facto standard handout for all looking for a complete, yet clear overview of Scrum without being bothered by irrelevancies. (Ken Schwaber, Scrum co-creator) The author, Gunther Verheyen, is a seasoned Scrum practitioner (2003). He has been employing Scrum since 2003. He was partner to Ken Schwaber and Director of the Professional Scrum series at Scrum.org. He is the founder of Ullizee-Inc and engages with people and organizations as an independent Scrum Caretaker on a journey of humanizing the workplace with Scrum. **Product Management For Dummies John Wiley & Sons** Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed. **Scrum - A Pocket Guide - 2nd edition A Smart Travel Companion Van Haren** This pocket guide to Scrum is the one book for everyone who wants to learn or re-learn about Scrum. The book describes the framework as it was designed and intended, with a strong focus on the purpose to the rules and adding an historical perspective to Scrum and the Agile movement. Several elements that were described in the first edition of Scrum - A Pocket Guide (2013) were later added to the official Scrum Guide. The most noticeable ones are the Scrum Values (2016) and the description of the 3 questions of the Daily Scrum as a good, yet optional practice (2017). As the balance of society keeps shifting from industrial labor to digital work, complexity and unpredictability keep increasing. The need for agility through Scrum increases equally, in and beyond software and product development. This 2nd edition of Scrum - A Pocket Guide offers the clarity and insights on Scrum that many organizations need, today and in the foreseeable future. Scrum - A Pocket Guide is an extraordinarily competent book. It flows with insight, understanding, and perception. This should be the de facto standard handout for all looking for a complete, yet clear overview of Scrum without being bothered by irrelevancies. (Ken Schwaber, Scrum co-creator) The author, Gunther Verheyen, is a seasoned Scrum practitioner (2003). Throughout his standing career as a consultant, Gunther has employed Scrum in diverse circumstances. He was partner to Ken Schwaber and Director of the Professional Scrum series at Scrum.org. He is the founder of Ullizee-Inc and engages with people and organizations as an independent Scrum Caretaker. **Jira Software Essentials Plan, track, and release great applications with Jira Software, 2nd Edition Packt Publishing Ltd** Explore Jira Software to manage your projects proficiently Key Features Plan and manage projects effortlessly with Jira Software by integrating it with other applications Improve your team's performance with Scrum and Kanban, together with agile methodology Easy-to-follow learning guide to install Jira Software and understand how it fits in with Atlassian Jira Book Description Jira Software is an agile project management tool that supports any agile methodology, be it scrum, Kanban, or your own unique flavour. From agile boards to reports, you can plan, track, and manage all your agile software development projects from a single tool. Jira Software brings the power of agile methodology to Atlassian Jira. This second edition of JIRA Agile Essentials, will help you dive straight into the action, exploring critical agile terminologies and concepts in the context of Jira Software. You will learn how to plan, track, and release great software. This book will teach you how to install and run Jira Software and set it up to run with Scrum and Kanban. It will also teach you to use Jira Software your way and run projects beyond the out-of-box Scrum and Kanban way, including a hybrid approach of both the methodologies and other options that come with Jira Software. Later, you will learn how to integrate it with the tools you are already using and enhance Jira with add-ons such as Confluence. You will learn to stay connected with your team from anywhere to ensure great development. Jira Software has numerous deployment options in the cloud, on your own infrastructure, or at a massive scale. You will be introduced to Bitbucket, Atlassian’s distributed version control system, which integrates seamlessly with Jira, allowing your team to work within the two applications as one harmonious environment. With this practical guide, you will develop a great working knowledge of Jira Software and your project management will become much more efficient. What you will learn Understand the basics and agile methodologies of Jira software Use Jira Software in a Scrum environment Manage and run Jira Software projects beyond the out of box Scrum and Kanban way Combine Scrum and Kanban and use other project management options beyond just agile Customize Jira Software’s various features and options as per your requirements Work with Jira Agile offline, and plan and forecast projects with agile portfolio Integrate Jira Agile with Confluence and Bitbucket Who this book is for If you want to get started with Jira Software and learn how to run your Jira

projects the agile way, then this is the perfect book for you. You will need to be familiar with the basics of Jira, both from an end user's and an administrator's perspective. Experience with workflows, custom fields, and other administrative functions of Jira will be useful.