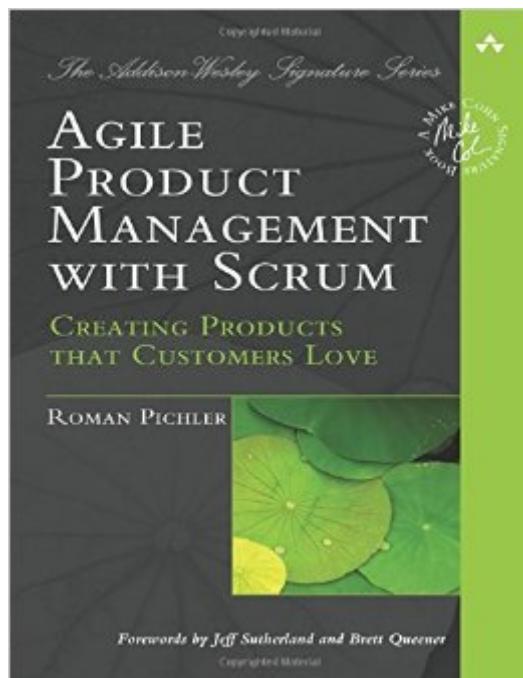


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# Agile Product Management With Scrum: Creating Products That Customers Love (Addison-Wesley Signature Series (Cohn))



## Synopsis

The First Guide to Scrum-Based Agile Product Management  $\wedge$  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.  $\wedge$  Benefiting 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.  $\wedge$  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.

## Book Information

Series: Addison-Wesley Signature Series (Cohn)

Paperback: 160 pages

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

Language: English

ISBN-10: 0321605780

ISBN-13: 978-0321605788

Product Dimensions: 6 x 0.5 x 8.8 inches

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

Average Customer Review: 4.2 out of 5 stars  $\wedge$  See all reviews (61 customer reviews)

Best Sellers Rank: #82,326 in Books (See Top 100 in Books) #17 in Books > Business & Money > Management & Leadership > Quality Control & Management > Agile #101 in Books > Textbooks > Computer Science > Software Design & Engineering #212 in Books > Computers &

## Customer Reviews

Although there are not many books out there on the market on product management from an agile perspective and it would be quite tempting to come up with an uncomprehensive, thick, large, theoretical book (and publishers like thick books), Roman Pichler withstood that temptation. Instead he came up with a very concise, thin, digestable and very well understandable practical guide for the complicated role of a product owner in an agile environment. Although the book is quite thin with a mere 130 pages, I couldn't yet find a situation in the typical product owners live which is not covered in the book in some form with some practical advice. Rather than being abstract and counting down all possible solutions, Roman Pichler concentrates on a few solutions which it makes it easy to choose and apply them. This is his recipe for making the book applicable to everyday life rather than being encyclopedic. I really think every PO beginner (and there are quite a few out there with the current rate of Scrum adoption) should have a copy of this book as well as the experienced one's as it is really worthwhile to take the few hours and sit back to rethink your role. I am happy that this book is now published in contrast to the multitude of Scrum Master oriented literature.

As a Scrum trainer, I work with many teams implementing Scrum or trying to refine its use. For many of these teams, the role of project management must change significantly. A majority of Scrum books address PROJECT management very well, but none have sufficiently addressed the role of PRODUCT management. The reason, I believe, is because less is known about how to do product management well. Less is known about deciding "what" to make than "how" to make it. It seems we are really good at making the wrong products efficiently. This can be a challenge for Scrum teams as well; having a product owner who does not know how to manage a product (instead of a project) is quite common. This is where Roman Pichler book "Agile Product Management with Scrum" comes in. I found myself glued to the book and annotating every page. The book is a perfect blend of the philosophy of managing the emergence of great products and how this is done as a product owner in Scrum. The book is divided into six chapters that speak to the product owner as well as those that work with him. I found it especially valuable that Roman interspersed lists of "Common Mistakes" seen in the execution of the product owner role. I can honestly say, as I read through them, that I had seen them all. This book is now in the "list of six" that I recommend to all of my students. I have this feeling that a last major missing piece of reference for Scrum has now been put in place.

As a project management framework, Scrum introduces many changes. One of the biggest is the role of the product owner who represents the users or customers of a product or system. The product owner is responsible for making sure the right product is being built and in the right order. This forces the product owner to think iteratively and incrementally about the product--rather than a small set of large decisions made at the outset of a project, the Scrum product owner makes many more but smaller decisions throughout the course of a typical development project. This excellent book provides new and experienced product owners with the guidance they will need to work in this new way. The book focuses on precisely what you need to know in order to be a great product owner. Author Roman Pichler assumes that the reader is either an experienced traditional product manager learning Scrum or will pick up an additional book on traditional product management. This allows him to focus specifically on the unique product management challenges of using Scrum. He covers how to create a shared vision of the product, which is more difficult on Scrum as its iterative nature avoids a prolonged upfront specification phase. Pichler covers thorough coverage of creating a product backlog, planning a release, and collaborating with the team during the sprints ("iterations") of the project. He also provides advice on how to transition into the new role of product owner. There is a shortage of fantastic product owners in the world. This book will help fix that problem.

A good book. The only problem I've with it is that at times the book sounds a little too academic. Every now and then I attend corporate training sessions and whenever the discussion turns to soft skills such as leadership, empowerment, commitment and so on, I invariably find myself suppressing my yawn or exploring the hitherto unexplored features of my mobile phone. There are a few times when this book transports me into that state, for example, when the author talks about the qualities of vision or empowering individuals or when he quotes Schwaber and Sutherland and Beck and others to drive home his point. Other than that it was a nice read for me. The author covers relevant areas like release planning, release management, stories (functional and non-functional), product backlog maintenance, sprint review, sprint retrospective, common pitfalls like feature creep and so on. So the tone of the book is not one that is purely designed to give you a toolkit to get up and running (the various charts and matrix), but one that meanders a bit around the soft skills for your team.

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