

## Agile Excellence For Product Managers A Guide To Creating Winning Products With Agile Development Teams

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A guide to winning markets through product strategy Learn why product strategy matters more than ever in an agile world Good Product Managers know how to lead teams to ship product. But the great ones do more than that -- they execute a true product strategy.

HOME | agile-excellence

Agile Excellence for Product Managers covers the following topics: The why and how of Agile development, including Scrum, XP, and Lean The role of Product Management Release planning Release management Road mapping Creating and prioritizing a product backlog Documentation Organizational implication ...

Agile Excellence for Product Managers | 280 Group

Yet little has been written to guide product managers through the transition in working with Agile teams and the numerous benefits that it affords. 'Agile Excellence for Product Managers' is a plain speaking guide on how to work with Agile development teams to achieve phenomenal product success.

Agile Excellence for Product Managers: A Guide to Creating ...

Buy Agile Excellence for Product Managers: A Guide to Creating Winning Products with Agile Development Teams by Greg Cohen (2010-02-09) by Greg Cohen (ISBN: ) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

Agile Excellence for Product Managers: A Guide to Creating ...

Agile Excellence for Product Managers: A Guide to Creating Winning Products with Agile Development Teams. Organizations are constantly struggling with complex development projects and are in search for a few, straightforward, and easy to learn methods to help deal with their problems.

Agile Excellence for Product Managers: A Guide to Creating ...

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

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Agile Excellence for Product Managers 7 The product manager plays a central role in moving products through all these stages. She works closely with the different departments to make sure the product is delivered on time and to specification. She also ensures the other departments are trained and ready to support the product. Ultimately, the

Agile Excellence for Product Managers - Happy

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Strategy Excellence for Product Managers takes fresh look at the role of product strategy in navigating competitive and dynamic markets. It is targeted for those looking to move beyond managing their product to leading their 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, and Lean,) the role of product management, release planning, release management, road mapping, creating and prioritizing a product backlog, documentation, product launches, organizational implications and more.

Amazon.com: Agile Excellence for Product Managers: A Guide ...

A product manager is the person who identifies the customer need and the larger business objectives that a product or feature will fulfill, articulates what success looks like for a product, and rallies a team to turn that vision into a reality.

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

After going through the materials, you will be fully prepared to take and pass the Agile Certified Product Manager and Product Owner ® (ACPMPO) exam administered by the Association of International Product Marketing and Management (AIPMM) to earn this prestigious and highly-respected credential. This worldwide-standard certification covers all the content found in Product Owner certifications plus Agile Product Management and team leadership skills.

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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, and Lean,) the role of product management, release planning, release management, road mapping, creating and prioritizing a product backlog, documentation, product launches, organizational implications and more.

Agile Excellence for Product Managers eBook by Greg Cohen ...

Organizations are constantly struggling with complex development projects and are in search for a few, straightforward, and easy to learn methods to help deal with their problems. For this reason, more and more software companies are rapidly turning to Agile development to cope with fast changing m

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Once you have completed the online course and exam preparation materials you will be ready to take the Agile Certified Product Manager and Product Owner ® (ACPMPO) exam administered by the Association of International Product Marketing and Management (AIPMM) to earn the prestigious and highly-respected credential. This worldwide-standard certification covers all the content found in Product Owner certifications plus Agile Product Management and team leadership skills.

Agile Certified Product Manager & Product Owner Online Course

Read "Agile Excellence for Product Managers" by Greg Cohen available from Rakuten Kobo. Organizations are constantly struggling with complex development projects and are in search for a few, straightforward, ...

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

Strategy Excellence for Product Managers takes fresh look at the role of product strategy in navigating competitive and dynamic markets. It is targeted for those looking to move beyond managing their product to leading their product. The book explores three main areas: i) The five elements of a product strategy, ii) driving product growth, and iii) analyzing markets to identify areas you can win. While an Agile roadmap typically looks out about nine months, this book focuses the reader on how to position their product for where the market will be in three to five years.

Unlock your product management potential and achieve breakthrough performance for your products and company! If you're looking for an effective and proven approach to product management — one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error — this is the book for you. Take Charge Product Management guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful. Whether you're a new or experienced product manager, or a seasoned executive leading a team of product managers, this hands-on guide arms you with best practices to optimize your time and effectiveness and increase your value. Learn how to: — Understand what's expected of you at each

stage of your company's growth □ Add value to your organization by understanding your executives' expectations □ Evaluate the range of product management approaches available □ Gather the mission-critical information you need to succeed □ Develop an effective vision for your offering □ Align your organization behind your product decisions □ Form cross-functional teams and synchronize with the development team □ Shift from reactive to proactive product management □ Document your results

Shows you what it takes to develop products that blow your users away—and take market share from your competitors. This book will explain how the principles behind agile product development help designers, developers, architects, and product managers create awesome products; and how to look beyond a shiny user interface to build a great product. Most importantly, this book will give you a shared framework for your product development team to collaborate effectively. Product development involves several key activities—including ideation, discovery, design, development, and delivery—and yet too many companies and innovators focus on just a few of them much to the detriment of the product's success in the marketplace. As a result we still continue to see high failure rates in new product development, be it inside organizations or startups. Unfortunately, or rather fortunately, these failures are largely avoidable. In the last fifteen years, advances in agile software development, lean product development, human-centered design, design thinking, lean startups and product delivery have helped improve individual aspects of product development. However, not enough guidance has been available to integrate them in the context of the product development life cycle. Until now. Product developer extraordinaire Tathagat Varma in *Agile Product Development* integrates individual knowledge areas into a field manual for product developers. Organized in the way an idea germinates, sprouts, and grows, the book synthesizes the body of knowledge in a pragmatic way that is more natural to the entire product creation process rather than from individual practices that constitute it. In today's hyper-innovative world, being first to the market, or delivering feature-loaded products, or even offering the latest technology doesn't guarantee success anymore. Sure, those elements are all needed in the right measures, but they are not sufficient by themselves. And getting it right couldn't be more important: Building products that deliver awesome user experiences is the top challenge facing businesses today, especially in a post-Apple world where user experience and design has been elevated to a cult status.

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.

*Lean Software Development: An Agile Toolkit* Adapting agile practices to your development organization Uncovering and eradicating waste throughout the software development lifecycle Practical techniques for every development manager, project manager, and technical leader *Lean software development: applying agile principles to your organization* In *Lean Software Development*, Mary and Tom Poppendieck identify seven fundamental "lean" principles, adapt them for the world of software development, and show how they can serve as the foundation for agile development approaches that work. Along the way, they introduce 22 "thinking tools" that can help you customize the right agile practices for any environment. Better, cheaper, faster software development. You can have all three—if you adopt the same lean principles that have already revolutionized manufacturing, logistics and product development. Iterating towards excellence: software development as an exercise in discovery Managing uncertainty: "decide as late as possible" by building change into the system. Compressing the value stream: rapid development, feedback, and improvement Empowering teams and individuals without compromising coordination Software with integrity: promoting coherence, usability, fitness, maintainability, and adaptability How to "see the whole"—even when your developers are scattered across multiple locations and contractors Simply put, *Lean Software Development* helps you refocus development on value, flow, and people—so you can achieve breakthrough quality, savings, speed, and business alignment.

*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?

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!

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.

**FORGE A POWERFUL STRATEGY TO BECOME A PRODUCT MANAGER WHO DELIVERS RESULTS** The world of business is moving at breakneck speed. More is being demanded of everyone--with fewer resources than ever. In no profession is this more apparent than Product Management. Written by one of today's leading Product Management thought-leaders, Steven Haines, *The Product Manager's Survival Guide* provides best practices, practical on-the-job advice, and a step-by-step blueprint for succeeding in Product Management. Whatever your level of experience--whether you're a novice product manager or seasoned Product Management leader--you'll find everything you need to make consistent positive impacts on your business. With this practical guide in your hands, you have the most powerful tool available for increasing your productivity quickly and dramatically--in a way that is noticeable and measurable. The Product Manager's Survival Guide is conveniently organized into four sections: I. Getting Your Bearings: Map out your plan to begin the journey to success II. Learning the Product's Business: Go beyond features and functions to become the product expert, customer advocate, and domain expert III. Getting Work Done: Synchronize and orchestrate the work of others to help everyone maintain focus on company goals IV. Moving Forward: Round out your experience to take the next critical steps in your Product Management career The only way to excel as a product manager is to develop a strategy for the long run. Start formulating one now and you will be well ahead of your competition--internally and externally. The Product Manager's Survival Guide gives you the tools and insight you need to start putting the pieces in place now--so you can succeed well into the future.

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