

Brilliant Agile Project Management A Practical Guide To Using Agile Scrum And Kanban

Your Hands-On, "In-the-Trenches" Guide to Successfully Leading Agile Projects Agile methods promise to infuse development with unprecedented flexibility, speed, and value and these promises are attracting IT organizations worldwide. However, agile methods often fail to clearly define the manager's role, and many managers have been reluctant to buy in. Now, expert project manager Sanjiv Augustine introduces agility "from the manager's point of view, offering a proven management framework that addresses everything from team building to project control. Augustine bridges the disconnect between the assumptions and techniques of traditional and agile management, demonstrating why agility is better aligned with today's project realities, and how to simplify your transition. Using a detailed case study, he shows how agile methods can scale to succeed in even the largest projects: Defining a high-value role for the manager in agile project environments Refocusing on "outcomes--not rigid plans, processes, or controls Structuring and building adaptive, self-organizing "organic teams" Forming a guiding vision that aligns your team behind a common purpose Empowering your team with the information it needs to succeed Managing the flow of customer value from one creative stage to the next Leveraging your team members strengths as "whole persons" Implementing full-life-cycle agility: from planning and coding to maintenance and knowledge transfer Customizing agile methods to your unique environment Becoming an "adaptive leader" who can inspire and energize agile teams Whether you're a technical or

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business manager, "Managing Agile Projects gives you all the tools you need to implement agility in "your environment and reap its full benefits. "Managing Agile Projects is part of the Robert C. Martin series.(c) Copyright Pearson Education. All rights reserved.

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.

Use Kanban to maximize efficiency, predictability, quality, and value With Kanban, every minute you spend on a software project can add value for customers. One book can help you achieve this goal: Agile Project Management with Kanban.

Author Eric Brechner pioneered Kanban within the Xbox engineering team at Microsoft. Now he shows you exactly how to make it work for your team. Think of this book as "Kanban in a box": open it, read the quickstart guide, and you're up and running fast. As you gain experience, Brechner reveals powerful techniques for right-sizing teams, estimating, meeting deadlines, deploying components and services, adapting or evolving from Scrum or traditional Waterfall, and more. For every step of your journey, you'll find pragmatic advice, useful checklists, and actionable lessons. This truly is "Kanban in a box": all you need to deliver breakthrough value and quality. Use Kanban techniques to: Start delivering continuous value with your current team and project Master five quick steps for completing work backlogs Plan and staff new projects more effectively Minimize work in progress and quickly adjust to change Eliminate artificial meetings and prolonged stabilization Improve and enhance customer

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engagement Visualize workflow and fix revealed bottlenecks
Drive quality upstream Integrate Kanban into large projects
Optimize sustained engineering (contributed by James
Waletzky) Expand Kanban beyond software development

The rapid growth of software applications within healthcare organizations has made it essential to have defined methodologies and formal processes for the management of the entire Information Technology (IT) portfolio. Utilizing a portfolio management framework throughout an application's lifecycle will provide the necessary structure to ensure that all new applications are properly evaluated, and, once implemented, remain relevant while continuing to meet organizational requirements. While an organization may have a few large "organization-wide" systems such as the Electronic Health Record (EHR), lab or radiology systems, they also have a large quantity of other clinical, administrative, and research systems. Some larger organizations now have hundreds of software applications to support and manage. The IT staff must be able to implement new requests while still maintaining the current application portfolio. Utilizing a standard repeatable process will help to manage these large portfolios of software applications. This book reviews the management of applications throughout their lifecycle, from initial request through disposition. Best practices dictate that every newly requested application undergoes analysis followed by an approval decision from the organization's governance committee. The initial implementation project must include activities to prepare for ongoing support while ensuring the application is compliant with all security, privacy, and architecture requirements. An application spends years in operations and maintenance where changes occur regularly through configuration and release management, or additional projects. The cycle continues until disposition. Understanding when to dispose of

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an application is just as important as deciding when to implement a new one. A defined process for disposing of an application ensures all parts are properly removed or destroyed.

Are you attracted by the promises of agile methods but put off by the fanaticism of many agile texts? Would you like to know which agile techniques work, which ones do not matter much, and which ones will harm your projects? Then you need *Agile!*: the first exhaustive, objective review of agile principles, techniques and tools. Agile methods are one of the most important developments in software over the past decades, but also a surprising mix of the best and the worst. Until now every project and developer had to sort out the good ideas from the bad by themselves. This book spares you the pain. It offers both a thorough descriptive presentation of agile techniques and a perceptive analysis of their benefits and limitations. *Agile!* serves first as a primer on agile development: one chapter each introduces agile principles, roles, managerial practices, technical practices and artifacts. A separate chapter analyzes the four major agile methods: Extreme Programming, Lean Software, Scrum and Crystal. The accompanying critical analysis explains what you should retain and discard from agile ideas. It is based on Meyer's thorough understanding of software engineering, and his extensive personal experience of programming and project management. He highlights the limitations of agile methods as well as their truly brilliant contributions — even those to which their own authors do not do full justice. Three important chapters precede the core discussion of agile ideas: an overview, serving as a concentrate of the entire book; a dissection of the intellectual devices used by agile authors; and a review of classical software engineering techniques, such as requirements analysis and lifecycle models, which agile methods criticize. The final chapters describe the

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precautions that a company should take during a transition to agile development and present an overall assessment of agile ideas. This is the first book to discuss agile methods, beyond the brouhaha, in the general context of modern software engineering. It is a key resource for projects that want to combine the best of established results and agile innovations.

Agile and lean aren't just business buzzwords – they're the fast and efficient methodologies you need to change the way you work – for good. Work faster, think clearer and improve your agility, both professionally and personally, with a suite of powerful tools that will introduce you to the essential skills and mindsets of agile and lean and quickly encourage you to start thinking differently. Ø Get up to speed: learn all about agile and lean and how they can work for you Ø Stop wasting time: think smart, act fast, be adaptable and get more done Ø Be efficient: spot opportunities, maximise your resources and blast through barriers Ø Get results: maximise quality and value and turn your ideas into reality For a clear, collaborative and more enjoyable way to work, start being agile – today!

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results* Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market

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conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, Business Analytics for Managers helps you do it all with workable solutions that will add tremendous value to your business.

When project managers are faced with budget cuts and fewer resources, waste elimination becomes a priority in maintaining effectiveness. This does not mean shortening or abandoning traditional project cycles, though. In fact, fast results on critical assignments can only be completed with strong plans and a detailed work-breakdown structure. The connections, or lack thereof, are what strongly impact performance and quality. This book defines nine wastes found in project management and demonstrates how they can be addressed with lean technology.

Whether you are organising an important event or heading up a large team, running a project can be a daunting process. Spiralling costs and missed deadlines are part of everyday life for many project managers - in fact, more projects fail than succeed! But project management doesn't have to be this way. It is possible to manage projects that consistently meet deadlines and come in within budget. Brilliant Project Management shows you how. Drawing on over 30 years of experience, you'll discover how to ensure your projects

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succeed every time. In this new edition Barker & Cole have included a section highlighting valuable sources of information in the challenging world of project management, including their inside track on methods, training and professional associations. It's the ultimate guide to becoming a brilliant project manager. Brilliant Outcomes Make a success of any project. Deliver on your promises. Save money, time and your sanity! Head First Agile is a complete guide to learning real-world agile ideas, practices, principles. What will you learn from this book? In Head First Agile, you'll learn all about the ideas behind agile and the straightforward practices that drive it. You'll take deep dives into Scrum, XP, Lean, and Kanban, the most common real-world agile approaches today. You'll learn how to use agile to help your teams plan better, work better together, write better code, and improve as a team—because agile not only leads to great results, but agile teams say they also have a much better time at work. Head First Agile will help you get agile into your brain... and onto your team! Preparing for your PMI-ACP® certification? This book also has everything you need to get certified, with 100% coverage of the PMI-ACP® exam. Luckily, the most effective way to prepare for the exam is to get agile into your brain—so instead of cramming, you're learning. Why does this book look so different? Based on the latest research in cognitive science and learning theory, Head First Agile uses a visually rich format to engage your mind, rather than a text-heavy approach that puts you to sleep. Why waste your time struggling with new concepts? This multi-sensory learning experience is

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designed for the way your brain really works.

This book provides a 'no-nonsense' guide to project management which will enable library and information professionals to lead or take part in a wide range of projects from large-scale multi-organization complex projects through to relatively simple local ones. Barbara Allan has fully revised and updated her classic 2004 title, *Project Management*, to incorporate considerable developments during the past decade, including: the development and wide-scale acceptance of formal project management methodologies; the use of social media to communicate and disseminate information about projects and the large shift in the types of project library and information workers may be involved in. The text is supported by practical case studies drawn from a wide range of LIS organizations at local, regional, national and international levels. These examples provide an insight into good practice for the practitioner, from an individual working in a voluntary organization on an extremely limited budget, to someone involved in an international project. Content covered includes: an introduction to project management, project workers and the library and information profession; different approaches to project management, the project cycle, the people side of projects and management of change; discussion of project methodologies, project management software, open source software, collaborative working software and use of social media; project initiation, communication, analysis and project briefs; developing project infra-structure, scheduling, working out the finances and carrying out a

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detailed risk analysis working in partnerships, in diverse and virtual teams, and managing change. If you are an LIS professional involved in project work of any kind, whether on a managerial, practical, academic or research level, this is an invaluable resource for you. Learning Agile is a comprehensive guide to the most popular agile methods, written in a light and engaging style that makes it easy for you to learn. Agile has revolutionized the way teams approach software development, but with dozens of agile methodologies to choose from, the decision to "go agile" can be tricky. This practical book helps you sort it out, first by grounding you in agile's underlying principles, then by describing four specific—and well-used—agile methods: Scrum, extreme programming (XP), Lean, and Kanban. Each method focuses on a different area of development, but they all aim to change your team's mindset—from individuals who simply follow a plan to a cohesive group that makes decisions together. Whether you're considering agile for the first time, or trying it again, you'll learn how to choose a method that best fits your team and your company. Understand the purpose behind agile's core values and principles Learn Scrum's emphasis on project management, self-organization, and collective commitment Focus on software design and architecture with XP practices such as test-first and pair programming Use Lean thinking to empower your team, eliminate waste, and deliver software fast Learn how Kanban's practices help you deliver great software by managing flow Adopt agile practices and principles with an agile coach

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Get the brutal truth about coding, testing, and project management—from a Microsoft insider who tells it like it is. I. M. Wright's deliberately provocative column "Hard Code" has been sparking debate amongst thousands of engineers at Microsoft for years. And now (despite our better instincts), we're making his opinions available to everyone. In this collection of over 80 columns, Eric Brechner's alter ego pulls no punches with his candid commentary and best practice solutions to the issues that irk him the most. He dissects the development process, examines tough team issues, and critiques how the software business is run, with the added touch of clever humor and sardonic wit. His ideas aren't always popular (not that he cares), but they do stimulate discussion and imagination needed to drive software excellence. Get the unvarnished truth on how to:

- Improve software quality and value—from design to security
- Realistically manage project schedules, risks, and specs
- Trim the fat from common development inefficiencies
- Apply process improvement methods—without being an inflexible fanatic
- Drive your own successful, satisfying career
- Don't be a dictator—develop and manage a thriving team!

Companion Web site includes: Agile process documents
Checklists, templates, and other resources

"...a well written and content rich book. From a teacher's perspective, using this book in an advanced project management seminar challenges students to understand the application of these concepts." —Alexander Walton, PMP, IT consultant to the University of California at Berkeley

Widely acclaimed as one of the top agile books

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in its first edition, Project Management the Agile Way has now been updated and redesigned by popular demand. This second edition is in a modular format to facilitate training and advanced course instruction, and provides new coverage of agile, such as hybrid agile methods, the latest public sector practices, and a chapter dedicated to transitioning to agile. It discusses the “grand bargain” between project management and business; the shift in dominance from plans to product and from input to output; and introduces new concepts such as return on benefit. Experienced practitioners and students that want to learn how to make agile work effectively in the enterprise should read this book. Individuals preparing for the PMI Agile Certified Practitioner (PMI-ACP)® examination, and training providers developing courses, will find this second edition quite helpful. This book provides hands-on insights and encourages readers to challenge existing methods and processes. The management of digital projects requires professional and state-of-the-art methods, tools, and techniques. In this book, the authors pass on practical approaches from their experiences in the field. The authors also critically acclaim existing methods and discuss their limitations. In particular, the book covers the following topics: - Methods and Best Practices; - Tools and Techniques; - Soft Skills, Team Dynamics, and Human Resources. Thirteen international subject matter experts contributed to this book. The objective is two-fold. First, the authors aim to further the discussion on business practices and methods. Second, the authors aim to stimulate the professional community. Senior professionals can

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benchmark their activities, while junior professionals can apply proven methods from this book.

Using Agile methods, you can bring far greater innovation, value, and quality to any data warehousing (DW), business intelligence (BI), or analytics project. However, conventional Agile methods must be carefully adapted to address the unique characteristics of DW/BI projects. In *Agile Analytics*, Agile pioneer Ken Collier shows how to do just that. Collier introduces platform-agnostic Agile solutions for integrating infrastructures consisting of diverse operational, legacy, and specialty systems that mix commercial and custom code. Using working examples, he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast-growing data volumes. Collier's techniques offer optimal value whether your projects involve "back-end" data management, "front-end" business analysis, or both. Part I focuses on Agile project management techniques and delivery team coordination, introducing core practices that shape the way your Agile DW/BI project community can collaborate toward success. Part II presents technical methods for enabling continuous delivery of business value at production-quality levels, including evolving superior designs; test-driven DW development; version control; and project automation. Collier brings together proven solutions you can apply right now--whether you're an IT decision-maker, data warehouse professional, database administrator, business intelligence specialist, or database developer. With his help, you can mitigate project risk, improve business alignment, achieve better

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results--and have fun along the way.

There is truly nothing more frustrating than getting lost in a sea of information. Endless, confusing, chaotic information that doesn't let you sleep at night and doesn't even give you the answers you were searching for. Unfortunately, this is the constant reality of the world we live in. With so many answers at our fingertips, we have all but forgotten about finding real solutions and the processes behind genuine problem solving. We have forgotten how it feels to search for answers that are not cookie-cutter and absolute, but personalized and adapted to your own specific situation. If you landed on this page, it is most likely because you are looking to learn more about agile project management and everything it entails. More than that, you might be already familiar with the basics behind this project management approach, and you may be looking for answers that will help you find the best solution for you and your business. We understand that. As proponents of the agile project management framework, we were once just as confused (and maybe downright irritated) as you are right now. So, we know where you are coming from. This is exactly why we have described a two-volume series on agile project management. The first volume of this series is already available, and we encourage you to check it out (if you haven't already), as it will provide you with all the valuable information you need to understand the complexities

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of agile project management. If you want to level up already, the book at hand is what you need.

Download it today and learn more about: * Scrum project management basics and why this method is so popular * What's up with the Daily Standup, anyway? * How Scrum and other agile methods relate to each other * Kanban and where it really came from * The advantages of Kanban and how it connects to Scrum * Extreme Programming and whether or not it is still relevant in 2019 * Crystal Methods and why they are among the most flexible methods out there * What Feature-Driven Development actually is * Why the Dynamic System Development Method is ideal for corporate agile scaling * How to choose the right combination of agile practices for your own business More than anything, download our book if you want a full, comprehensive view on the most popular agile methodologies of the moment and how they all connect to the agile Principles. So, if you are sick and tired of everyone promising you the ultimate solution that ultimately doesn't fit you, if you want a book that will finally tell you the whole truth and nothing but the truth about project management in an agile world and what it really means to work your way through the intricacies of this framework, if you are ready to embrace change not through the prism of a prescriptive and dated view, but through the prism of a brilliant future... ... Scroll Up and Click the

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This book examines agile approaches from a management perspective by focusing on matters of strategy, implementation, organization and people. It examines the turbulence of the marketplace and business environment in order to identify what role agile management has to play in coping with such change and uncertainty. Based on observations, personal experience and extensive research, it clearly identifies the fabric of the agile organization, helping managers to become agile leaders in an uncertain world. The book opens with a broad survey of agile strategies, comparing and contrasting some of the major methodologies selected on the basis of where they lie on a continuum of ceremony and formality, ranging from the minimalist technique-driven and software engineering focused XP, to the pragmatic product-project paradigm that is Scrum and its scaled counterpart SAFe®, to the comparatively project-centric DSDM. Subsequently, the core of the book focuses on DSDM, owing to the method's comprehensive elaboration of program and project management practices. This work will chiefly be of interest to all those with decision-making authority within their organizations (e.g., senior managers, line managers, program, project and risk managers) and for whom topics such as strategy, finance, quality, governance and risk management constitute a daily aspect of their work.

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It will, however, also be of interest to those readers in advanced management or business administration courses (e.g., MBA, MSc), who wish to engage in the management of agile organizations and thus need to adapt their skills and knowledge accordingly. Based on the market-leading Operations Management text, this is the ideal book for those wanting a more concise introduction to the subject, focusing on essential core topics, without compromising on the authoritative, clear and highly practical approach that has become the trademark of the authors. Revised and updated to reflect the ever-changing world of operations management, the book is rooted in real-life practice with a wealth of examples and case studies from different sectors and industries around the world.

Roll up your sleeves and jump into Agile project management to use and customize Microsoft Azure DevOps. Organizations adopt Agile practices because they are a key enabler to run better projects, get more successful end results, and achieve an overall higher quality output. To benefit the most from Agile, you need an Application Life Cycle Management (ALM) or DevOps toolset that supports your style and work environment. Agile Project Management with Azure DevOps teaches you how to use Azure DevOps to implement many Agile practices such as SAFe, Scrum, and Kanban, and it shows you how they fit into a well-planned

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Agile implementation. Agile product owners will learn how to work with Azure DevOps to set up a project from scratch, and to continue using Azure DevOps throughout. Keeping track of progress is important in any project. Author Joachim Rossberg teaches you about the tools in Azure DevOps that can help you track progress and key metrics, including those that are available right out of the box. You will learn how to create and refine the backlog, work with Kanban and Scrum task boards, and get exposed to valuable key concepts along the way. Finally, you will dive into Azure DevOps extensibility to learn about the many ways you can customize reporting to best meet your needs

What You'll Learn

- Understand Agile product management concepts and processes for working with Azure DevOps
- Discover how Azure DevOps supports agile processes end-to-end
- Implement Agile processes in Azure DevOps
- Customize Azure DevOps to better support your processes
- Complete step-by-step setup of an Agile project from scratch and manage it through its life cycle

Who This Book Is For Software product owners, Agile leaders, Scrum masters, and software engineers who use Microsoft Azure DevOps. A basic understanding of Agile is helpful.

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

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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

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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? Agile Project Management, Simplified Are you tired of being unprepared for changing project requirements? "We welcome changing requirements even late in development." That is one of the 12 Principles of Agile Project Management, and for many project managers changing requirements are a massive headache. Not the case with Agile. Over the last decade and a half, Agile Project Management has surged in popularity across the globe. Organizations of all types and sizes have leveraged Agile with enviable results. Agile Project Management is a flexible, responsive, and powerful tool for a project manager's toolkit. As a project manager, you know that Agile will deliver tremendous organizational benefits, but do you know enough about Agile to reap the rewards? The Agile Project Management QuickStart Guide from ClydeBank Business dives into the core mechanics and intricacies (along with the many variations and spin-offs) of Agile Project Management while maintaining a beginner-friendly approach. Stakeholder needs are always changing. Agile Project Management thrives on change. Written and designed with simplicity and ease of learning in

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mind, the Agile Project Management QuickStart Guide is the critical first step on your self-paced Agile learning journey. ****New**** Your purchase comes with free lifetime access to our collection of relevant digital assets. These guides, summaries, checklists, and cheat sheets enhance your learning journey and supplement this QuickStart Guide

Want to work smarter, faster and more productively? Agile is an innovative way of working that will help you deliver high quality products and services cost-effectively, to embrace change and keep improving as you go. Whether you're a one-person start-up or with a multinational, Agile Now will help you get to grips with the essence of agile thinking, identify what works best, avoid common mistakes and boost your efficiency. Agile Now is a quick-start introduction with universal appeal, bringing together all the essential theory with practical advice, so you harness the power of agile and hit the ground running. Join the agile revolution. Get agile, now.

What is Agile Project Management and will it bring my project in on time and budget? If you need a solid understanding of how Agile Project Management works so your projects can fully benefit from using this innovative and powerful approach, this book is essential reading. Brilliant Agile Project Management does more than just talk you through the techniques and processes - focussing on real-life use of Agile in business environments, it provides practical advice

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and techniques on how to implement and work with Agile, so you always know exactly what to do and say to make your project a success. - Assess whether your organisation or project is right for using APM - Understand how to implement APM into any project - Overcome common problems with APM Get up to speed with Agile Project Management and get ahead – fast!

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

You know the Agile and Lean development buzzwords, you've read the books. But when systems need a serious overhaul, you need to see how it works in real life, with real situations and people. Lean from the Trenches is all about actual practice. Every key point is illustrated with a photo or diagram, and anecdotes bring you inside the project as you discover why and how one organization modernized its workplace in record time. Lean from the Trenches is all about actual practice. Find out how the Swedish police combined XP, Scrum, and Kanban in a 60-person project. From start to finish, you'll see how to deliver a successful product using Lean principles. We start with an organization in desperate need of a new way of doing things and finish with a group of sixty, all working in sync to develop a scalable, complex system. You'll walk through the project step by step, from customer engagement, to the daily "cocktail party," version

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control, bug tracking, and release. In this honest look at what works--and what doesn't--you'll find out how to: Make quality everyone's business, not just the testers. Keep everyone moving in the same direction without micromanagement. Use simple and powerful metrics to aid in planning and process improvement. Balance between low-level feature focus and high-level system focus. You'll be ready to jump into the trenches and streamline your own development process.

Apply software-inspired management concepts to accelerate modern marketing In many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software—from the growing number of technologies in our own organizations to the global forces of the Internet at large. But you can turn that to your advantage. And you don't need to be technical to do it. Hacking Marketing will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in a digital world. You'll learn about agile and lean

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management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design "continuous" marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything—including marketing—flows with the speed and adaptability of software.

Introduces a realistic approach to leading, managing, and growing your Agile team or organization. Written for current managers and developers moving into management, Appelo shares insights that are grounded in modern complex systems theory, reflecting the intense complexity of modern software development. Recognizes that today's organizations

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are living, networked systems; that you can't simply let them run themselves; and that management is primarily about people and relationships. Deepens your understanding of how organizations and Agile teams work, and gives you tools to solve your own problems. Identifies the most valuable elements of Agile management, and helps you improve each of them.

Effectively select, align and manage digital channels and operations using this second edition of the bestselling guide, *Digital Marketing Strategy*. This accessible, step-by-step framework enables the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Ranging from social media, SEO, content marketing and user experience, to customer loyalty, automation and personalization, this edition features cutting edge updates on marketing automation, messaging and email, online and offline integration, the power of technologies such as AI, plus new data protection and privacy strategies. Accompanied by downloadable templates and resources, *Digital Marketing Strategy* is an ideal road map for any marketer to streamline a digital marketing strategy for measurable, optimized results. Online resources include lecture slides, activity sheets, practical implementation guides and templates, which will be regularly updated to equip readers as digital

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marketing continues to evolve.

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!

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Best practices for managing projects in agile environments—now updated with new techniques for larger projects Today, the pace of project management moves faster. Project management needs to become more flexible and far more responsive to customers. Using Agile Project Management (APM), project managers can achieve all these goals without compromising value, quality, or business discipline. In Agile Project Management, Second Edition, renowned agile pioneer Jim Highsmith thoroughly updates his classic guide to APM, extending and refining it to support even the largest projects and organizations. Writing for project leaders, managers, and executives at all levels, Highsmith integrates the best project management, product management, and software development practices into an overall framework designed to support unprecedented speed and mobility. The many topics added in this new edition include incorporating agile values, scaling agile projects, release planning, portfolio governance, and enhancing organizational agility. Project and business leaders will especially appreciate Highsmith's new coverage of promoting agility through performance measurements based on value, quality, and constraints. This edition's coverage includes: Understanding the agile revolution's impact on product development Recognizing when agile methods will work in project

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management, and when they won't Setting realistic business objectives for Agile Project Management Promoting agile values and principles across the organization Utilizing a proven Agile Enterprise Framework that encompasses governance, project and iteration management, and technical practices Optimizing all five stages of the agile project: Envision, Speculate, Explore, Adapt, and Close Organizational and product-related processes for scaling agile to the largest projects and teams Agile project governance solutions for executives and management The "Agile Triangle": measuring performance in ways that encourage agility instead of discouraging it The changing role of the agile project leader

Agile development processes foster better collaboration, innovation, and results. So why limit their use to software projects—when you can transform your entire business? Written by agile-mentoring expert Jochen Krebs, this book illuminates the opportunities—and rewards—of applying agile processes to your overall IT portfolio. Whether project manager, business analyst, or executive—you'll understand the business drivers behind agile portfolio management. And learn best practices for optimizing results. Use agile processes to align IT and business strategy Adapt and extend core agile processes Orchestrate the collaboration between IT and business vision Eliminate wish-list

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driven requirements, and manage expectations instead Optimize the balance of projects, resources, and assets in your portfolio Use metrics to communicate project status, quality, even team morale Create a portfolio strategy consistent with the goals of the organization Achieve organizational and process transparency Manage your business with agility—and help maximize the returns!

Use scrum in all aspects of life Scrum is an agile project management framework that allows for flexibility and collaboration to be a part of your workflow. Primarily used by software developers, scrum can be used across many job functions and industries. Scrum can also be used in your personal life to help you plan for retirement, a trip, or even a wedding or other big event. Scrum provides a small set of rules that create just enough structure for teams to be able to focus their innovation on solving what might otherwise be an insurmountable challenge. Scrum For Dummies shows you how to assemble a scrum taskforce and use it to implement this popular Agile methodology to make projects in your professional and personal life run more smoothly—from start to finish. Discover what scrum offers project and product teams Integrate scrum into your agile project management strategy Plan your retirement or a family reunion using scrum Prioritize for releases with sprints No matter your career path or job title, the principles of scrum are designed to make your life easier. Why not give it a try?

Written by best-selling authors in their field, the fifth

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edition of Operations and Process Management inspires a critical and applied mastery of the core principles and process which are fundamental to successfully managing business operations. Approaching the subject from a managerial perspective, this innovative text provides clear and concise coverage of the nature, principles, and practice of operations and process management.

Business is becoming increasingly project-based and our ability to manage projects has become one of the key skills for success as managers and businesspeople. This compact guide, written by a leading project management expert, gets to the heart of successful project management. Project management is not complicated - many projects may be complicated, but project management itself is not. By following a set of simple rules and applying simple techniques, there will be no need for the expensive project failures that we often see. Moreover, as this book shows, projects can be significantly shortened by again using simple ideas and techniques. Anyone who manages projects will find this book helps them to save time, effort, resources, and money.

This book provides a quick and easy guide to the tasks, tools, and skills that will carry you from project launch to project completion. Everyday Project Management provides the direction you need to apply project management's time-tested tools for keeping things on time and under budget. It introduces the wide variety of tasks you will have to tackle, such as assembling a team, mapping out a plan, monitoring progress, keeping your team motivated, and using appropriate planning tools,

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such as project management software or wall charts. In addition, you'll gain a clearer picture of the project manager's role in the conception, planning, execution, control, and completion of a project. Each chapter offers essential, bite-sized nuggets of wisdom that will help you succeed, outlining the kinds of challenges you'll encounter, the interpersonal issues that will arise, and ways to stay on time and on budget in pursuit of the desired, quality outcome.

In a fast-paced environment filled with uncertainty, successfully completing projects on time can feel like running an obstacle course. An emphasis on speed often forces project teams to make decisions without crucial data, leading to frequent changes of direction once more information becomes known. If people aren't light on their feet, complicated projects can easily get tripped up. Agile Project Management gives readers the strategies they need to take charge of urgent projects that involve unique resources and elements of uncertainty. The book offers an improvement upon classical project management processes by tying project processes more directly to the ever-changing requirements of business objective achieving improved flexibility and response time. Filled with examples showing how to implement agile PM into all project situations, the book demonstrates how to develop an appropriate and supportive infrastructure and environment, and reviews the roles of the project manager, general management, and the project team. Agile Project Management is the ultimate method for achieving superior results in an accelerated and changing environment.

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Is fast development the enemy of good development? Not necessarily. Agile development requires that databases are designed and built quickly enough to meet fast-based delivery schedules — but in a way that also delivers maximum business value and reuse. How can these requirements both be satisfied? This book, suitable for practitioners at all levels, will explain how to design and build enterprise-quality high-value databases within the constraints of an Agile project. Starting with an overview of the business case for good data management practices, the book defines the various stakeholder groups involved in the software development process, explains the economics of software development (including “time to market” vs. “time to money”), and describes an approach to Agile database development based on the five PRISM principles. This book explains how to work with application developers and other stakeholders, examines critical issues in Agile Development and Data Management, and describes how developers and data professionals can work together to make Agile projects successful while delivering maximum value data to the enterprise. Building the Agile Database will serve as an excellent reference for application developers, data managers, DBAs, project managers, Scrum Masters and IT managers looking to get more value from their development efforts. Among the topics covered: 1. Why Agile is more than just the latest development fad 2. The critical distinction between the logical and physical views of data 3. The importance of data virtualization, and how to achieve it 4. How to eliminate the “object-relational impedance mismatch” 5.

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The difference between logical modeling and physical design 6. Why databases are more than “persistence engines” 7. When and how to do logical modeling and physical design 8. Use of the logical data model in model-driven development 9. Refactoring made easier 10. Developing an “Agile Attitude”

The book is intended to provide a much deeper understanding of agile principles, methodologies, and practices to enable project managers to develop a more agile approach and understand how to blend and tailor agile and traditional principles, methodologies, and practices to create an appropriate balance of control and agility to fit a business environment as well as the risks and complexities of any individual project. The book will also provide business managers and leaders an understanding of how to fit agile methodologies into an overall business strategy that provides the right balance of control and agility for their business.

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