

*The Addison-Wesley Signature Series*

# AGILE PRODUCT MANAGEMENT WITH SCRUM

CREATING PRODUCTS  
THAT CUSTOMERS LOVE

ROMAN PICHLER



*Forewords by Jeff Sutherland and Scott Branson*



# Introduction

## ?The First Guide to Scrum-Based Agile Product Management

In *Agile Product Management with Scrum*, leading Scrum conseiller Roman Pichler makes use of actual-world examples to illustrate how product owners can create successful products with Scrum. He describes a large variety of éveillé product direction practices, inclusive of making délié product discovery work, taking advantage of emergent necessities, developing the minimal marketable product, leveraging early purchaser feedback, and running carefully with the development group.

Benefitting from Pichler's prorogative revel in, you'll learn how Scrum product possession differs from conventional product conduite and the way to avoid and conquer the not unusual challenges that Scrum product proprietors recto.

Coverage consists of

**Understanding the product owner's position:** what product owners do, how they do it, and the unexpected implication

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