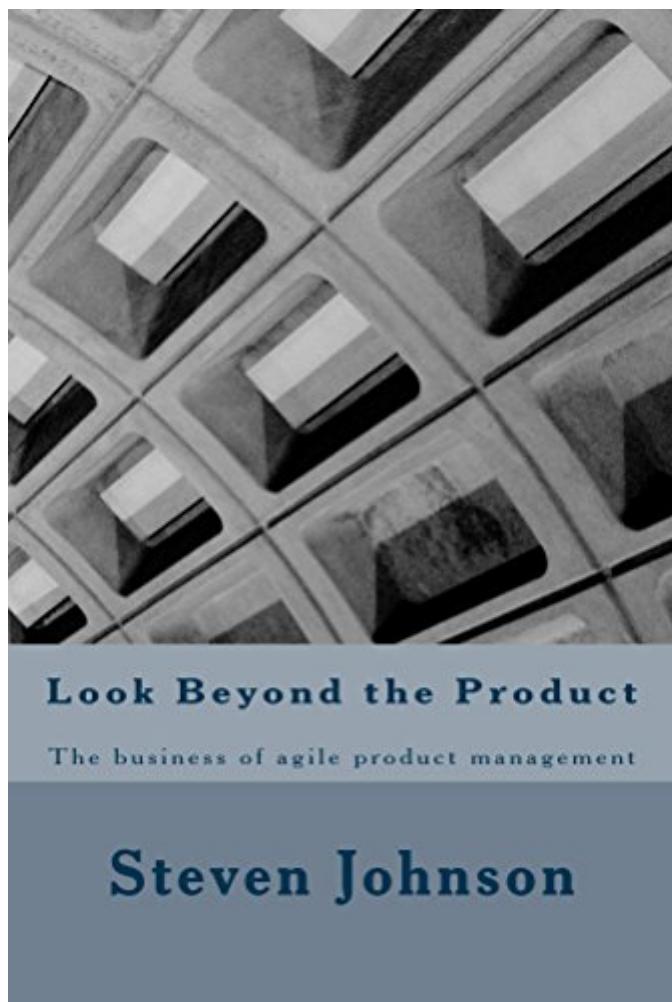


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# Look Beyond The Product: The Business Of Agile Product Management



## **Synopsis**

Look Beyond the Product:Â The business of agile product managementToday's agile development methods are great but don't miss the forest for the trees. You still need a vision, a roadmap, and clarity of team roles to succeed. This book explains what today's executives need to know about agile development methods and the business role of product management including:Four types of product management expertiseRoles in agile teamsPlanning the business of the productAnalyzing for success with retrospectives

## **Book Information**

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## **Customer Reviews**

If you want to understand how to manage the product in an agile way, you need this book. It's clearly written, with plenty of common sense. He discusses the value of features, not just the throughput. For too long the product owner role has been overloaded. Steve talks about a product management team. The product management team needs expertise: business, the product domain,

technology, and markets. (P 60 of the ebook.) If your product owner doesn't have all those skills (and it's not a crime if they don't), you need a product management team. Along with the ideas about roadmapping and thinking strategically and then thinking tactically to create and update the roadmap, this is a terrific book. It's not long, so you can read it in one sitting (which I think is great). I have more than 20 highlights--for me, the sign of a great book.

All PMs and PMMs need to read this book. This is a great blueprint for any company that sells software or services.

I've just finished chapter 1. And, it has brought so much clarity to me that I'm going to give it 5 stars before I even know what's going to happen next.

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