

The Addison-Wesley Signature Series

AGILE PRODUCT MANAGEMENT WITH SCRUM

CREATING PRODUCTS
THAT CUSTOMERS LOVE

ROMAN PICHLER



Forewords by Jeff Sutherland and Brett Queener

A MIKE COHN SIGNATURE
BOOK
Mike Cohn

Praise for *Agile Product Management with Scrum*

“Product owners have had few places to turn to for advice, despite having the hardest role on an agile project. This book rectifies that. Roman Pichler’s insights into the duties of the product owner are powerful and practical. Correctly applied, his advice will benefit any product owner and agile team.”

—Mike Cohn, Author of *Succeeding with Agile*, *Agile Estimating and Planning*, and *User Stories Applied*

“Scrum is silent on how a product owner can maximize value. Most product managers and marketers don’t know how to use the iterative, incremental nature of Scrum to do so. Roman has filled this hole nicely with his new book, *Agile Product Management with Scrum*.”

—Ken Schwaber, codeveloper of the Scrum process

“With so little written on the intersections of agile methods and product management, Roman makes a significant contribution to the field. The book provides clear guidance and rich examples on how to become an agile product manager and a successful product owner, and, further, how to lead with a strong vision. This book is a must read for product managers new to Scrum, product owners new to product management, and any product manager who wants to get the most out of Agile.”

—Greg Cohen, Principal Consultant, 280 Group and Director,
Silicon Valley Product Management Association

“I’m always happy to hear what Roman is thinking. What I really like about this book is that he not only shares his experience (“Common Mistakes” is a great section), but he also brings in the wisdom of others in the field. This powerful combination allows him to see farther ahead and share that vision with us. Thanks, Roman!”

—Linda Rising, Independent Consultant and coauthor of
Fearless Change: Patterns for Introducing New Ideas

“Roman Pichler’s new and remarkable book focuses on the product and the product owner role, applying Scrum to the whole value chain. His experience as a coach leads to genuinely balanced, practical, and applicable solutions for every conceivable situation in the product lifecycle. This is the definitive reference guide to agile product management for all practitioners!”

—Markus Andrezak, Manager, Outsourced Product Development,
mobile.international GmbH

“Roman Pichler’s product owner book is an easy-to-read and comprehensive description of the important role of the product owner in Scrum. It points out the significance of vision and leadership, as well as minimal marketable products and short release cycles. It is a resource for new product owners to get into their job and gives management good advice on choosing the right person for that job.”

—Andrea Heck, Dipl-Inf (Univ.), Agile Transition Project Manager

“The product owner is a vital role in Scrum, and Roman’s new book is a welcome contribution to helping product owners succeed.”

—Craig Larman, coauthor of *Scaling Lean & Agile Development* and
Practices for Scaling Lean & Agile Development

Agile Product Management with Scrum: Creating Products that Customers Love (Adobe Reader)

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