

The Addison-Wesley Signature Series



A MIKE COHN
SIGNATURE
BOOK
Mike Cohn

MANAGEMENT 3.0

LEADING AGILE DEVELOPERS,
DEVELOPING AGILE LEADERS

JURGEN APPELO



Forewords by Robert C. Martin and Ed Yourdon

Praise for *Management 3.0*

“I don’t care for cookbooks, as in ‘5 steps to success at whatever.’ I like books that urge you to think—that present new ideas and get mental juices flowing. Jurgen’s book is in this latter category; it asks us to think about leading and managing as a complex undertaking—especially in today’s turbulent world. *Management 3.0* offers managers involved in Agile/lean transformations a thought-provoking guide how they themselves can ‘become’ Agile.”

—**Jim Highsmith**, Executive Consultant, ThoughtWorks, Inc.,
www.jimhighsmith.com, author of *Agile Project Management*

“An up-to-the-minute, relevant round-up of research and practice on complexity and management, cogently summarized and engagingly presented.”

—**David Harvey**, Independent Consultant, Teams and Technology

“*Management 3.0* is an excellent book introducing agile to management. I’ve not seen any book that comes near to what this book offers for managers of agile teams. It’s not only a must read, it’s a must share.”

—**Olav Maassen**, Xebia

“If you want hard fast rules like ‘if x happens, do y to fix it’ forget this book. Actually forget about a management career. But if you want tons of ideas on how to make the work of your team more productive and thereby more fun and thereby more productive and thereby more fun and...read this book! You will get a head start on this vicious circle along with a strong reasoning on why the concepts work.”

—**Jens Schauder**, Software Developer, LINEAS

“There are a number of books on managing Agile projects and transitioning from being a Project Manager to working in an Agile setting. However, there isn’t much on being a manager in an Agile setting. This book fills that gap, but actually addresses being an effective manager in any situation. The breadth of research done and presented as background to the actual concrete advice adds a whole other element to the book. And all this while writing in an entertaining style as well.”

—**Scott Duncan**, Agile Coach/Trainer, Agile Software Qualities

“Don’t get tricked by the word ‘Agile’ used in the subtitle. The book isn’t really about Agile; it is about healthy, sensible and down-to-earth management. Something, which is still pretty uncommon.”

—**Pawel Brodzinski**, Software Project Management

“When I first met Jurgen and learned he was writing a book based on complexity theory, I thought, ‘That sounds good, but I’ll never understand it.’ Books with words like entropy, chaos theory, and thermodynamics tend to scare me. In fact, not only did I find *Management 3.0* accessible and easy to understand, I can [also] apply the information immediately, in a practical way. It makes sense that software teams are complex adaptive systems, and a relief to learn how to apply these ideas to help our teams do the best work possible. This book will help you whether you’re a manager or a member of a software team”.

—**Lisa Crispin**, Agile Tester, ePlan Services, Inc., co-author of *Agile Testing*

Management 3.0: Leading Agile Developers, Developing Agile Leaders (Adobe Reader)

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