

1. Record Nr.	UNINA9910341851203321
Autore	Rednik
Titolo	The Art of Agile Product Ownership : A Guide for Product Managers, Business Analysts, and Entrepreneurs // by Allan Kelly
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2019
ISBN	9781523150441 1523150440 9781484251683 1484251687
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XVIII, 166 p. 30 illus.)
Disciplina	658.514
Soggetti	Management Industrial management Leadership Organization Planning Project management Innovation/Technology Management Business Strategy/Leadership Project Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1: Meet the Product Owner -- Chapter 1: What Are You Building? -- Chapter 2: Why Have a Product Owner? -- Chapter 3: Who Is the Product Owner? -- Chapter 4: Requirements, Discover, and Demand -- Chapter 5: Every Product Owner Needs Four Things -- Chapter 6: Customers, Users, and Stakeholders -- Part 2: What Do Product Owners Do? -- Chapter 7: Scrum and the Product Owner -- Chapter 8: On-Stage Product Owner -- Chapter 9: Off-Stage Product Owner -- Chapter 10: The Busy Product Owner -- Chapter 11: Stop Doing -- Chapter 12: Specialist Help -- Part 3: Role Models -- Chapter 13: Product Owner as Entrepreneur -- Chapter 14: The Project Manager Role -- Chapter 15: What Do Project Managers Do? -- Chapter 16:

Changes in Product Management -- Chapter 17: The Business Analyst Role -- Chapter 18: The Different Types of Business Analysts -- Part 4: Challenges -- Chapter 19: The Product Owner Refactored -- Chapter 20: Changing Hats -- Chapter 21: Mission Impossible -- Chapter 22: The End -- References.-.

Sommario/riassunto

Every product owner faces a complex and unique set of challenges within their team. This provides each individual the opportunity to fill the role with different ambitions, skills, and insights. Your product ownership journey can take a variety of paths, and *The Art of Agile Product Ownership* is here to be your guide. Author Allan Kelly, who delivers Agile training courses to major companies, pulls from his experience to help you discover what it takes to be a successful product owner. You will learn how you need to define your role within a team and how you can best incorporate ownership with strategy. With the Agile method, time is the key factor, and after using the lessons from this book you will confidently be able to synthesize features, functionality, and scope against delivery. You will find out how other team members such as the UX designer and business analyst can support and enhance your role as product owner, and how every type of company structure can adapt for optimal agility. *The Art of Agile Product Ownership* is a beacon for current product owners, programmers who are ready to take the next step towards ownership, and analysts transitioning into the product space. This book helps you determine for yourself the best way to fill the product owner role so that you utilize your unique combination of skills. Product ownership is central to a successful Agile team, and after reading this book, you will be more than ready for the challenge.
