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Sommario/riassunto	This concise book on agile and Scrum offers an alternative methodology for project planning in the communication branch in which flexibility is embraced and formalized. Dynamics and change are no longer obstacles, but simply elements of the method. Scrum was invented by two organization scholars and further developed in the information technology industry. Today, it is applied in many disciplines, but scarcely at all in the field of communication. That is

expected to change swiftly. Scrum is now being applied experimentally in communication and users are highly enthusiastic.
