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A guide to winning markets through product strategy Learn why product strategy matters more than ever in an agile world “Good Product Managers know how to lead teams to ship product. But the great ones do more than that -- they execute a true product strategy.

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Agile Excellence for Product Managers covers the following topics:
The why and how of Agile development, including Scrum, XP, and Lean
The role of Product Management
Release planning
Release management
Road mapping
Creating and prioritizing a product backlog
Documentation
Organizational implication ...

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Yet little has been written to guide product managers through the transition in working with Agile teams and the numerous benefits that it affords. 'Agile Excellence for Product Managers' is a plain speaking guide on how to work with Agile development teams to achieve phenomenal product success.

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Agile Excellence for Product Managers: A Guide to Creating Winning Products with Agile Development Teams. Organizations are constantly struggling with complex development projects and are in search for a few, straightforward, and easy to learn methods to help deal with their problems.

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"Agile Excellence for Product Managers" is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean,) the role of product management, release planning, and more.

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Agile Excellence™ for Product Managers 7 The product manager plays a central role in moving products through all these stages. She works closely with the different departments to make sure the product is delivered on time and to specification. She also ensures the other departments are trained and ready to support the product. Ultimately, the

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Strategy Excellence for Product Managers takes fresh look at the

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role of product strategy in navigating competitive and dynamic markets. It is targeted for those looking to move beyond managing their product to leading their product.

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'Agile Excellence for Product Managers' is a plain speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean,) the role of product management, release planning, release management, road mapping, creating and prioritizing a product backlog, documentation, product launches, organizational implications and more.

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A product manager is the person who identifies the customer need and the larger business objectives that a product or feature will fulfill, articulates what success looks like for a product, and rallies a team to turn that vision into a reality.

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After going through the materials, you will be fully prepared to take and pass the Agile Certified Product Manager and Product Owner® (ACPMPO) exam administered by the Association of International Product Marketing and Management (AIPMM) to earn this prestigious and highly-respected credential. This worldwide-standard certification covers all the content found in Product Owner certifications plus Agile Product Management and team leadership skills.

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