A MIKE COHN SIGNATURE BOOK

Mike Cohn

Essential Scrum

A Practical Guide to the Most Popular Agile Process

Kenneth S. Rubin

Forewords by Mike Cohn and Ron Jeffries

Praise for *Essential Scrum*

"Agile coaches, you're gonna be happy with this book. Kenny Rubin has created an indispensable resource for us. Do you have a manager who just doesn't 'get it'? Hand them this book and ask them to flip to Chapter 3 for a complete explanation of how Scrum is less risky than plan-driven management. It's written just for them—in management-speak. Want to help the team come to a common understanding of Scrum? The visual icon language used throughout this book will help you help them. These are just two ways this book can aid you to coach Scrum teams. Use it well."

—Lyssa Adkins, Coach of Agile Coaches, Agile Coaching Institute; author,
   Coaching Agile Teams

"One of the best, most comprehensive descriptions of the core Scrum framework out there! *Essential Scrum* is for anyone—new to or experienced with Scrum—who's interested in the most important aspects of the process. Kenny does an excellent job of distilling the key tenets of the Scrum framework into a simple format with compelling visuals. As a Scrum coach for many teams, I continually reference the material for new ways to help teams that are learning and practicing the framework. I've seen Scrum continually misinterpreted and poorly implemented by big companies and tool vendors for more than ten years. Reading this book will help you get back to the basics and focus on what's important."

—Joe Balistrieri, Process Development Manager, Rockwell Automation

"Corporate IT leadership, which has been slow to embrace agile methods, would benefit immensely from giving a copy of this book to all of their project and delivery managers. Kenny Rubin has laid out in this book all the pragmatic business case and process materials needed for any corporate IT shop to successfully implement Scrum."

—John F. Bauer III, veteran of technical solution delivery in large corporate IT shops

"Kenny's extensive experience as a consultant, trainer, and past managing director of the Scrum Alliance is evident in this book. Along with providing the basics and introduction to Scrum, this book addresses the questions of masses—what happens to project managers? *Essential Scrum* helps us understand the big picture and guides how organization leaders can support and be involved with their Scrum teams for successful agile transformations."

—Sameer S. Bendre, CSM, PMP, Senior Consultant, 3i Infotech Inc.

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