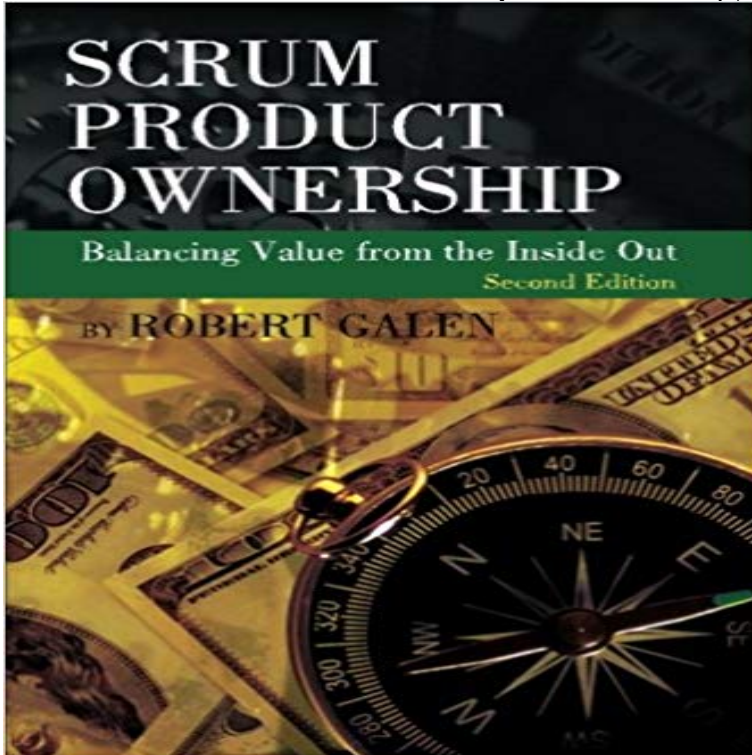


## Scrum Product Ownership: Balancing Value from the Inside Out



When it was first published in 2009, Scrum Product Ownership was the first book to address the Product Owner role in detail. It was a breakthrough guide in how to drive high quality and customer value, while maintaining a singular focus on agile delivery principles. Fast forward to 2013 and much has changed. Scrum and the other agile methods are dominating the mainstream and new success stories seem to be forthcoming daily. However, there are still challenges and many surround the Product Owner role: scaling Scrum, sustaining quality, delivering and measuring value, providing team leadership, being a part of organizational transformation, and simple survival are all still in play. In other words, the role is still just plain HARD. The Second Edition of Scrum Product Ownership is being delivered to help with today's challenges. It has more practical advice, real-world tactics, and more stories. It provides a framework of ideas to help today's Product Owners and their teams to better Deliver the Goods. However, it remains true to its heritage of guiding you towards becoming a GREAT Product Owner from the Inside Out.

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