Look Beyond the Product: The business of agile product management

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Today's agile development methods are great but don't miss the forest for the trees. You still need a vision, a roadmap, and clarity of team roles to succeed. This book explains what today's executives need to know about agile development methods and the business role of product management including:

- Four types of product management expertise
- Roles in agile teams
- Planning the business of the product
- Analyzing for success with retrospectives

About the author

Steve Johnson is a product management process coach, author, speaker, and advisor. His approach is based on the belief that minimal process and simple templates result in a nimble product marketing and management team.

Steve has been working within the high-technology arena since 1981 with experience in technical, sales, and marketing management positions at companies specializing in enterprise and desktop hardware and software. His market and technical savvy allowed him to rise rapidly through the ranks from Product Manager to Chief Marketing Officer. In his various technical marketing roles, he has launched dozens of product offerings. Steve draws heavily on his marketing and sales experience in both direct and multi-tier distribution, while his quick wit adds an element of fun to his workshops and speeches.

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