SCRUM Product Ownership -- Balancing Value From the Inside Out

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One of the least discussed and most challenging roles in the Scrum Agile Methodology is that of Product Owner. Quite often Product Owners are selected from the ranks of Product Managers or Business Analysts and simply "thrown" into the role. While these backgrounds can lead to successful product ownership, often there are fundamental understanding and large skills gaps that need to be crossed in order to be truly successful. This book takes a unique look at the role of Scrum Product Owner with a focus on how the role needs to interact with their Scrum team first--thus the "inside out". We review all of the nuance and requisite habits that allow the Scrum Product Owner to drive their teams towards creating high quality products that provide great customer value.

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