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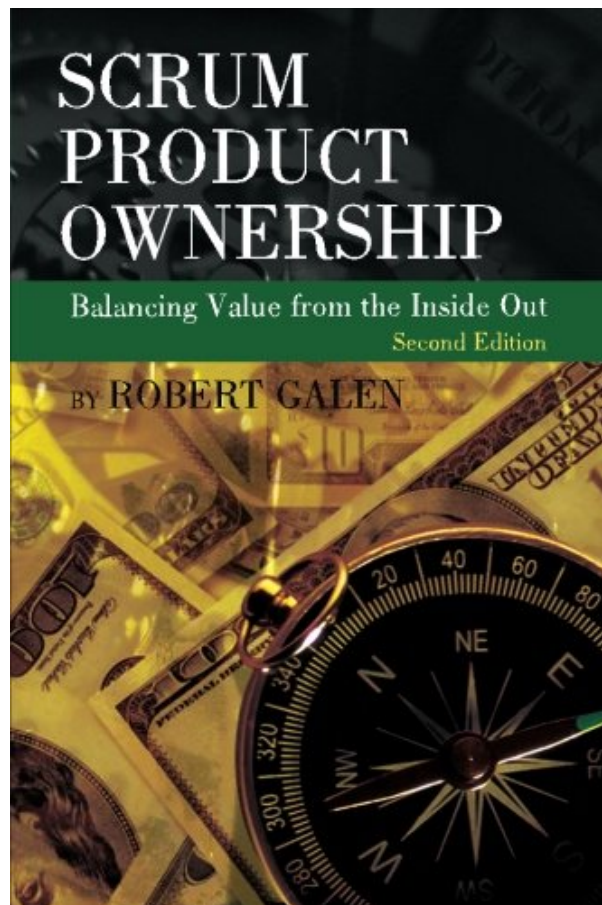
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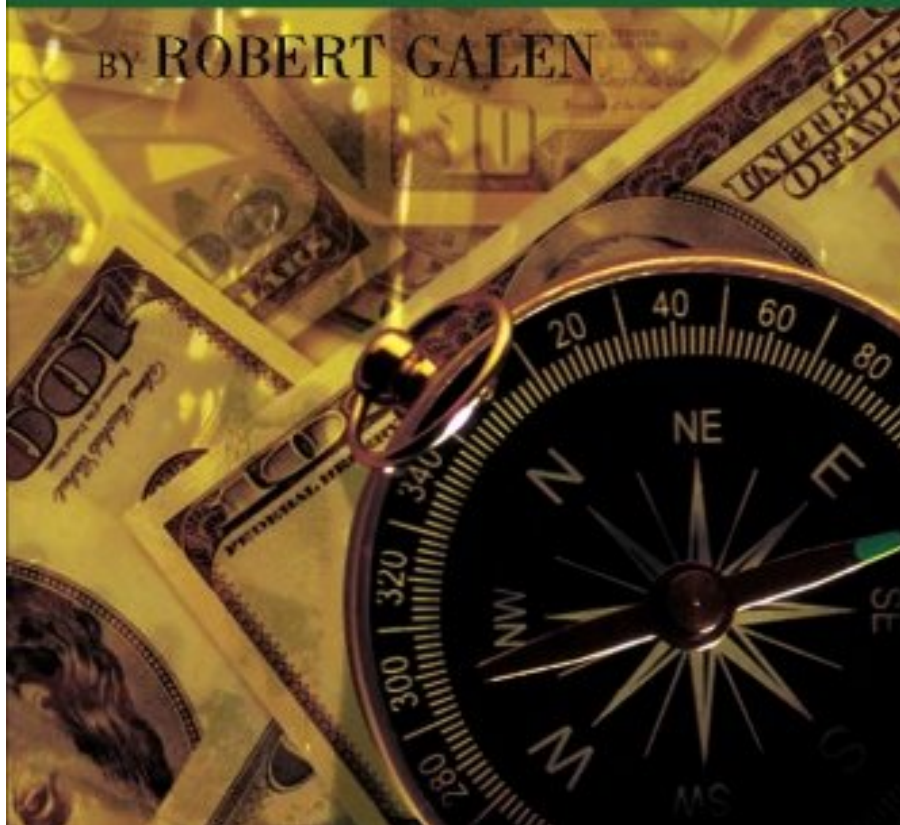
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About the Author
Bob Galen is President and Principal Agile Coach (CSC) at RGCG, LLC; a technical consultancy focused towards increasing agility and craftsmanship within their clients' software projects and teams. He has over 30 years of experience as a software developer, tester, project manager and leader. Bob regularly consults, writes, and is a popular speaker on a wide variety of software development topics. He can be reached at bob@rgalen.com

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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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3 of 3 people found the following review helpful.
I was very glad to see this book printed in its second edition ...
By Chris H Waggoner
As an Agile Coach I constantly refer my clients to Bob's book on Scrum Product Ownership. My first edition copy has been retired. It became very ragged and dog eared from all the times I've lent it out to those eager to learn more about the hardest role in scrum. I was very glad to see this book printed in its second edition and have since acquired multiple copies.

The book does a fantastic job explaining the day-to-day role, responsibilities and task performed by a product owner. The book takes a very methodical approach to product ownership introducing ideas and concepts to consider for both the novice and the experienced alike. The book covers all the basics of the

product owner role and how it operates within the scrum frame work. However, the real value of Bob's material is his approach, which is practical, pragmatic and enlightening. No matter what agile framework your organization is considering or where your organization is in its agile maturity journey you should read this book. I've read it many times and with each new reading I'm left with many ideas on how to improve the role of product ownership for those whom I coach.

0 of 0 people found the following review helpful.
Provides fantastic clarity on being an effective Product Owner
By LovetoLearn
My project recently adopted Scrum practises and the Product Owner role; however, beyond a one-day introduction to the Agile methodology and aggressive self-study, we didn't have a solid foundation on Scrum or Agile. I am assuming the Product Owner role in a surrogate context since our project is for an external client that has no Agile or Scrum background, but is keen to follow our lead. As a result, I was somewhat anxious about being effective in this role. I have been following Bob's blogs and articles for quite some time and upon seeing this book, I did not hesitate for a second to purchase it because I have always found his advice to be practical and logical and deep. I am incredibly grateful that I did because it gave me both the "big picture" and practical guidance on being an effective PO that I was desperately seeking. My book now has about 30 post-it tabs to mark pages that I consider key gems and at one point I was marking every other page and came to realize I simply need to read the book several times to help keep everything in memory. Ultimately one needs to be on a project and live through the experiences and specific team nuances to determine how to adopt your Scrum practices most effectively, but this book was invaluable in setting the stage for me and is continually used as a reference when I run into a "practice" issue and think, "what would Bob do"? I also really appreciated the real-world examples provided throughout the book since they provide guidance from a different, and again very practical, perspective.

Bob also continually explains "why" which adds another layer of depth and understanding to the material that I often find lacking in other professional texts. It is a very easy read but readers should have some basic background on the Agile methodology and Scrum concepts before jumping into this.

I have recommended this book to my manager and peers, and everyone has been impressed by this book. I believe that any member of a team that is or plans to practice Scrum would benefit greatly from this book since it so clearly conveys the complexity and criticality of the role that every team member needs to understand and respect in order for Scrum to work! I also don't believe that it is possible for "one" person to fulfill the PO role (which I consider to be the engine of Scrum), which is why it is important for all team members to understand it.

Also, there is no other book out there like this one.

0 of 0 people found the following review helpful.
Product management is a vital ingedient for really successful Agile teams at scale. Great advice. Easy to read.
By Amazon Customer
I am an Agile Coach and ScrumMaster. I've been using Agile approached to software development since 1998. I think it is fair so say that Agile methods are now a mainstream approach. Teams are getting much better at delivering working software BUT I've come across a number of teams struggling to deliver software that is really valuable to the business and end users. We get lots of features but don't get the expected sales or adoption. So one direction to seek a solution to this challenge is to look at how we go about selecting the features for our sprint backlog. Some teams most probably need to get much better at managing the "Product" aspects of their work. I think Robert has written a great book for those who what to explore that dimension further. I found the book easy to read. It's filled with lots to great stories which enabled me to

visualise the advice in the context of real teams.

The other theme in this book is how to scale Agile approaches. The book contains lots of good suggestions and examples of how to setup and collaborate with Agile teams at scale. Great book. Highly recommend.

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