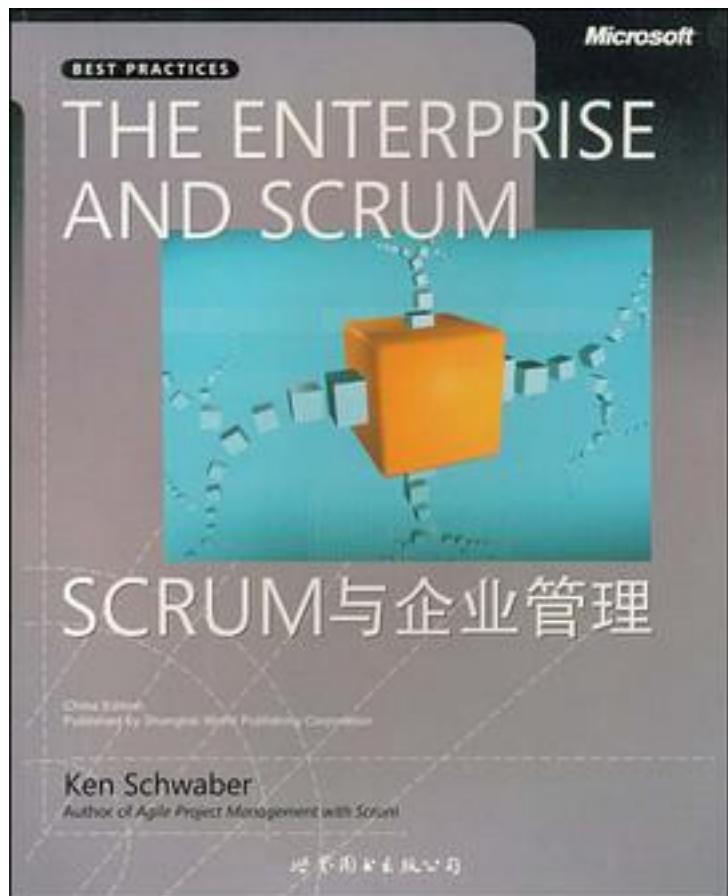


# SCRUM与企业管理



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《SCRUM与企业管理》主要内容：It's time to extend the benefits of Scrum greater agility, higher-quality products, and lower costs from individual teams to your entire enterprise. However, with Scrum's lack of prescribed rules, the friction of change can be challenging as people struggle to break from old project management habits. In this

book, agile-process revolution leader Ken Schwaber takes you through change management for organizational and interpersonal processes explaining how to successfully adopt Scrum across your entire enterprise. A cofounder of Scrum, Ken draws from decades of experience, answering your questions through case studies of proven practices and processes. With them, you'll learn how to adopt and adapt Scrum in the enterprise. And achieve profound levels of transparency in your development processes. Discover how to:

Evaluate the benefits of adopting Scrum in any size organization

Initiate an enterprise transition project

Implement a single, prioritized Product Backlog

Organize effective Scrum teams using a top-down approach

Adapt and apply solutions for integrating engineering practices across multiple teams

Shorten release times by managing high-value increments

Refine your Scrum practices and help reduce the length of Sprints

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