



The Product Marketing &
Product Management Experts.™

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Agile Excellence for Product Managers Book Released

New book helps Product Managers learn how to succeed with Agile development teams

Campbell, California, March 25, 2010

The 280 Group Press today announced the availability of the new book “Agile Excellence for Product Managers: Creating Winning Products with Agile Development Teams” by Greg Cohen, Senior Principle Consultant and Trainer with the 280 Group.

Written for Product Managers, the book is a plain speaking guide on how to work with Agile development teams to achieve competitive advantage. The book explores multiple Agile methods, including Scrum, XP, and Lean. It further details how to plan a release, manage a release, document requirements, create a product backlog, and other topics.

“There are plenty of books that explain Agile but they are mostly from the development point of view.” stated Ivan Chalif, Director of Product Marketing at Alterian and Chief Blogger at TheProductologist.com. “. . . ‘Agile Excellence’ provides the unique perspective of how Product Management professionals fit into the Agile framework and describes how Agile and Product Management fit together.”

“Agile is really a great thing from the product management perspective,” said author Greg Cohen, “. . . and my goal is that all product managers know how to use Agile to create more successful products in less time.”

“There’s been a growing interest in Agile from the 280 Group community,” commented Brian Lawley, 280 Group Founder, “This book provides answers and is a must-have reference for both new and seasoned product managers.”

“Agile Excellence” is available on amazon.com in both printed and Kindle versions and is also available as an e-book. It may be purchased in paperback (\$24.95) and eBook (\$14.95). For more information or to purchase the book go to <http://www.agile-excellence.com/book.html>

About the Author

Mr. Cohen is a 15-year Product Management veteran with extensive experience and knowledge of Agile development. He is a certified Scrum Master, member of the Agile alliance and former President of the Silicon Valley Product Management Association. He has worked for venture start-ups and large companies alike, and has trained product managers from around the world on Agile development methods. He earned an MBA with honor from Babson College and a Bachelor of Science in Mechanical Engineering with second major in Electrical Engineering from Tufts University.



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About the 280 Group

The 280 Group is the world's premier Product Management and Product Marketing consulting and training firm, and has been featured on CNBC's World Business Review and the Silicon Valley Business Report. Formed in 1996, the company has helped thousands of companies to learn and implement best practices, resulting in better products and increased revenues. Major consulting clients of the 280 Group include SAP, Nokia, Intel, Adobe and Palm as well as dozens of small and medium-sized high-tech companies. A partial list of clients, letters of reference and samples of work are available on the 280 Group website in the clients section.

The 280 Group methodology, training, toolkits and templates are used by thousands of customers worldwide, including 3Com Corporation, Agile Software, Agilent Technologies, Autodesk, Cisco, Citrix, Claritas, D-Link, Dolby Laboratories, Fandango, Hewlett Packard, IBM, Monster.com, NEC, NetManage, SugarCRM, Travelocity, VeriSign, VMware and Yahoo. The Procedural Requirements Management methodology (for writing market and product requirements) is included in the Microsoft Windows SharePoint Services 3.0 Application Templates. Additionally, Intel has licensed the Product Manager's Toolkit, Product Roadmap Toolkit and Product Launch Toolkit for use worldwide by their product managers and product marketers.

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