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(Audrey Lowe I)

LEAN VS. AGILE VS. DESIGN THINKING: WHAT YOU REALLY NEED TO KNOW TO BUILD HIGH-PERFORMING DIGITAL PRODUCT TEAMS (PAPERBACK)



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Sense and Respond Press, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.As companies evolve to adopt, integrate, and leverage software as the defining element of their success in the 21st century, a rash of processes and methodologies are vying for their product teams attention. In the worst of cases, each discipline on these teams -- product management, design, and software engineering -- learns a different model. This short, tactical book reconciles the perceived differences in Lean Startup, Design Thinking, and Agile software development by focusing not on rituals and practices but on the values that underpin all three methods. Written by Jeff Gothelf, the co-author of the award-winning Lean UX and Sense Respond, the tactics in this book draw on Jeff s years of practice as a team leader and coach in companies ranging from small high-growth startups to large enterprises. Whether you re a product manager, software engineer, designer, or team leader, you ll find practical tools in this book immediately applicable to your team s daily methods.



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