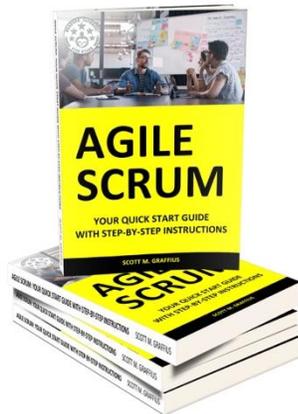


PRESS RELEASE
APRIL 5, 2016 | FOR IMMEDIATE RELEASE

AUTHOR SCOTT M. GRAFFIUS LAUNCHES BOOK TO HELP ORGANIZATIONS SUCCESSFULLY MANAGE PROJECTS VIA AGILE SCRUM

Los Angeles, CA — [Scott M. Graffius](#), an expert in project delivery, released *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions* to help companies successfully manage projects.

There are a variety of frameworks to develop products and services, and most methodologies fall into one of two broad categories: traditional or agile. Traditional practices engage sequential development, while agile approaches involve iterative and incremental deliverables. Organizations are increasingly embracing agile to meet their business needs and successfully manage projects.



Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions provides those interested or involved in innovation, project management, product development, software development or technology management with an authoritative roadmap to easily and quickly implement Scrum, the most popular agile project management and delivery framework. It encompasses a powerful set of principles and practices that help teams deliver products in short cycles, which enables speedy feedback, rapid

adaptation to change, and continuous improvement.

Graffius is President of [Exceptional PPM and PMO Solutions](#), a consultancy specialized in project, program, portfolio, and PMO management inclusive of agile, traditional, and hybrid frameworks. He leverages his expertise, professional standards, and industry best practices to help companies achieve significant business results, such as strategically aligned initiatives, faster time-to-market, upgraded on-time delivery, improved on-budget delivery, higher satisfaction, and greater competitive advantage.

He is a former vice president of a provider of diverse consumer products and services over the Internet including social networking and internet access. Before that, he worked in organizations with businesses ranging from advanced technology products and services to business services, retail, e-commerce, manufacturing, and entertainment. He has experience with consumer, business, reseller, government, and international customer markets, as well as international experience spanning 20 countries.

For more information, please see the digital media kit at www.scottgraffius.com/agile.html.



AGILE SCRUM

YOUR QUICK START GUIDE
WITH STEP-BY-STEP INSTRUCTIONS

SCOTT M. GRAFFIUS

**AGILE SCRUM: YOUR QUICK START
GUIDE WITH STEP-BY-STEP
INSTRUCTIONS**

SCOTT M. GRAFFIUS

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www.scottgraffius.com/agile.html



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