

PRESS RELEASE  
JANUARY 16, 2018 | FOR IMMEDIATE RELEASE

**SCOTT M. GRAFFIUS TAKES FIRST PLACE IN BUSINESS AT FLORIDA BOOK FESTIVAL  
WITH "AGILE SCRUM: YOUR QUICK START GUIDE WITH STEP-BY-STEP INSTRUCTIONS"**

Los Angeles, CA — *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions* by technology leader, project management expert, consultant, international speaker and author **Scott M. Graffius** won first place in Business at the 2018 Florida Book Festival. The competition was open to works from small, medium, large (including the Big Five), and independent presses as well as self-published authors. Judging was conducted by a panel of industry professionals, and placements were determined based on overall excellence. Winners will be honored at a gala on Saturday, February 24 in Orlando, Florida. Graffius is scheduled to attend and speak at the ceremony.

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 best meet their business.

*Agile Scrum* provides those interested or involved in innovation, project management, product development, software development or technology management with an easy to use roadmap to implement and employ the most popular agile framework—Scrum. It helps teams develop and deliver products in short cycles with rapid adaptation to change, fast time-to-market, and continuous improvement—which supports innovation and drives competitive advantage.

Reactions to the book have been incredibly positive. Earlier honors include 15 first place wins in national and international competitions: the 5th Annual Beverly Hills International Book Awards (for Business-General, and for Technology), 2016 London Book Festival (for Business), Fall 2016 Pinnacle Book Achievement Awards (for Business), 2017 Feathered Quill Book Awards (for Informational), 2016 New Apple Book Awards (for Technology), 2017 Independent Press Award (for Technology), 11th Annual National Indie Excellence Awards (for Technology), 2017 Pacific Rim Book Festival (for Business), 2017 Bookvana Awards (for Green/Conscious Business), 2017 Book Excellence Awards (for Technology), 2017 Best Book Awards (for Business Reference), 2017 New York City Big Book Awards (for Technology), 2017 Royal Dragonfly Book Awards (for Science & Technology), and the 2017 Human Relations Indie Book Awards (for Workplace).

Graffius is CEO 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, improved on-schedule and 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 visit [www.floridabookfestival.com](http://www.floridabookfestival.com) and <https://AgileScrumGuide.com>.



# AGILE SCRUM

YOUR QUICK START GUIDE WITH STEP-BY-STEP INSTRUCTIONS

Deliver Products in Short Cycles  
with Rapid Adaptation to Change,  
Fast Time-to-Market,  
and Continuous Improvement

SCOTT M. GRAFFIUS

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

**SCOTT M. GRAFFIUS**

**SOFTCOVER**

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