

**AUTHOR SCOTT M. GRAFFIUS RECEIVES BEST BUSINESS BOOK AWARD  
FROM THE PINNACLE BOOK ACHIEVEMENT AWARDS**



Los Angeles, CA — Author [Scott M. Graffius](#) was honored by the [Fall 2016 Pinnacle Book Achievement Awards](#). Graffius' title, *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions*, was named Best Book in the Business category. The awards program assesses works from small and independent presses as well as self-published authors on content, quality, writing style, presentation, and cover design. Award winners were selected based on overall excellence.

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.

Reactions to the book have been incredibly positive. Select reviews and earlier awards are highlighted. The Midwest Book Review wrote that the book is "... an all-inclusive instruction guide that is impressively 'user-friendly' in tone, content, clarity, organization and presentation." The US Review of Books rated the guide as "Recommended." Readers' Favorite awarded the best-of-class Five Stars designation to the book. The Fifth Annual Beverly Hills International Book Awards recognized the publication as the winner in two categories — Business-General, and Technology. The 2016 London Book Festival selected the book as the winner in the Business category.

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.

The book is available at Amazon in [e-book](#) and [paperback](#) formats for \$4.95 US and \$19.95 US, respectively.

For more information, please visit [www.bookmarketingprofits.com](http://www.bookmarketingprofits.com) and [www.scottgraffius.com/agile.html](http://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**

**SOFTCOVER**

Publisher: CreateSpace  
Copyright date: 2016  
On sale: May 25, 2016  
Price: \$19.95 US  
Pages: 148  
Dimensions in inches: 7 x 0.4 x 10  
Dimensions in cm: 17.8 x 0.9 x 25.4  
ISBN-10: 1533370249  
ISBN-13: 978-1533370242

**E-BOOK IN PRINT REPLICA**

Publisher: Amazon Digital Services  
Copyright date: 2016  
On sale: May 20, 2016  
Price: \$4.95 US  
Pages: 148  
ASIN: B01FZ0JIIY

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