

PRESS RELEASE  
MAY 25, 2017 | FOR IMMEDIATE RELEASE

**SCOTT M. GRAFFIUS WINS MEDAL FROM NORTH AMERICAN BOOK AWARDS  
WITH "AGILE SCRUM: YOUR QUICK START GUIDE WITH STEP-BY-STEP INSTRUCTIONS"**



Los Angeles, CA — The 2017 North American Book Awards conferred a silver medal for Business Leadership and Management to *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions* by Los Angeles author **Scott M. Graffius**. The competition is open to works published in North America by small, medium, large, and independent presses as well as self-published authors. Each entry was evaluated by three judges with expertise in the corresponding

genre, and books of outstanding merit are honored with awards.

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 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 development and delivery framework. It encompasses a powerful set of principles and practices that help teams deliver products in short cycles with rapid adaptation to change, fast time-to-market, and continuous improvement.

Reactions to the publication have been incredibly positive. The Midwest Book Review wrote, "*Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions* is an all-inclusive instruction guide that is impressively 'user-friendly' in tone, content, clarity, organization, and presentation." Readers' Favorite awarded the best-in-class Five Stars designation to the book. Earlier honors include eight first-place wins: 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), and the 11th Annual National Indie Excellence Awards (for Technology).

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 <http://northamericanbookawards.com>, [www.scottgraffius.com/agile.html](http://www.scottgraffius.com/agile.html), 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**

Publisher: CreateSpace  
Copyright date: 2016  
On sale: May 25, 2016  
Price: \$19.95 US  
Pages: 156  
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: 156  
ASIN: B01FZ0JIIY

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