SOFTWARE IN 30 DAYS

A Radical Approach to Fast, Valuable, and Low-Risk Software Development

Software development doesn't have to be slow and expensive anymore. The Agile and Scrum software development method allows creation of the game-changing software you need to grow your business in 30 days or less. Projects that use it are three times more successful than those that don't, and the productivity gain versus traditional "waterfall" methods has been over 100 percent on many projects.

For the business manager, the entrepreneur, or IT manager, Software in 30 Days explains how this unorthodox process works, how to get started, and how to succeed. Learn powerful concepts such as the "art of the possible," "bottom-up intelligence," and why it's good to fail early. With simple but profound shifts in thinking, you will be able to control risk, manage projects, and deliver your best work possible, faster and cheaper than ever before.

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You are probably frustrated with your software organization. You would like it to be quicker, more flexible, understand your needs better, and help you become more profitable. We look at why you are frustrated and how to fix the problem.

1 The Crisis in Software: The Wrong Process Produces the Wrong Results 3

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You have read our assertion that there is a better way for you to get software developed for you. However, a lot of people have made assertions and taken a lot of your money in the past, with little or no improvement. In this chapter we show you how to prove that our approach works for no money.

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Our secret sauce for improving your benefits from software is called Scrum. Yes, this is the rugby event that keeps the ball moving down the field. We’ll discuss Scrum, how it works, and why it works in this chapter.

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Most persistent improvement in software development starts at the project level. You can use Scrum to further prove its utility, or on critically important initiative that must succeed. We’ll explore what you can tell your developers to do after reading this chapter.

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Success often breeds success. As more software initiatives using Scrum succeed, more people will want to get on the wagon. Rather than changing the entire organization, let’s look at how we can set up a software development universe separate from the disappointing, existing department. You can increasingly reap benefits here on an increasing number of projects and releases.

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