



# Managing Agile: Strategy, Implementation, Organisation and People

*Alan Moran*

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## **Managing Agile: Strategy, Implementation, Organisation and People** Alan Moran

This book examines agile approaches from a management perspective by focusing on matters of strategy, implementation, organization and people. It examines the turbulence of the marketplace and business environment in order to identify what role agile management has to play in coping with such change and uncertainty. Based on observations, personal experience and extensive research, it clearly identifies the fabric of the agile organization, helping managers to become agile leaders in an uncertain world.

The book opens with a broad survey of agile strategies, comparing and contrasting some of the major methodologies selected on the basis of where they lie on a continuum of ceremony and formality, ranging from the minimalist technique-driven and software engineering focused XP, to the pragmatic product-project paradigm that is Scrum and its scaled counterpart SAFe®, to the comparatively project-centric DSDM. Subsequently, the core of the book focuses on DSDM, owing to the method's comprehensive elaboration of program and project management practices.

This work will chiefly be of interest to all those with decision-making authority within their organizations (e.g., senior managers, line managers, program, project and risk managers) and for whom topics such as strategy, finance, quality, governance and risk management constitute a daily aspect of their work. It will, however, also be of interest to those readers in advanced management or business administration cou

rses (e.g., MBA, MSc), who wish to engage in the management of agile organizations and thus need to adapt their skills and knowledge accordingly.

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