

PRESS RELEASE
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AUTHOR SCOTT M. GRAFFIUS WINS TOP HONORS AT THE NEW APPLE BOOK AWARDS



Los Angeles, CA — The 2016 New Apple Book Awards named *Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions* by Scott M. Graffius as the First-Place Medalist Winner in the Technology category. The competition is open to English-language publications from small presses and self-published authors. A panel of judges identify works of excellence, and the best of the best 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 meet their business needs and successfully manage projects.

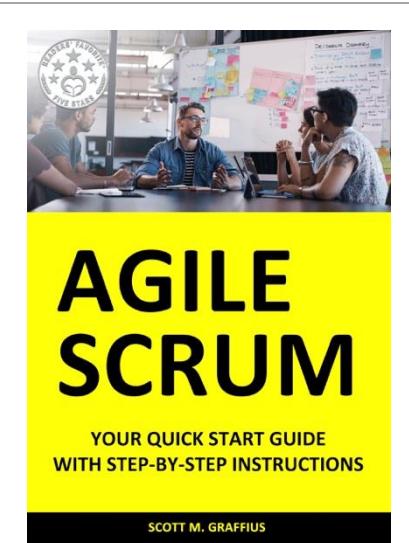
Agile Scrum: Your Quick Start Guide with Step-by-Step Instructions provides those interested or involved in innovation, project management, product development, software development or technology management with an authoritative roadmap to easily and quickly implement Scrum, the most popular agile project 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." 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. The publication won Best Book in the Business category at the Fall 2016 Pinnacle Book Achievement Awards. It won first place in the Informational (Business) category at the 2017 Feathered Quill Book Awards.

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, 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.

For more information, please visit www.newappleliterary.com and www.scottgraffius.com/agile.html.



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

SCOTT M. GRAFFIUS

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