

refreshing new look at some of the principles underlying the Unified Process. It is full of practical guidance for people who want to start, or increase, their adoption of proven practices. No matter where you are today in terms of software maturity, you can start improving tomorrow." --Ivar Jacobson, Ivar Jacobson Consulting "Kroll and MacIsaac have written a must-have book. It is well organized with new principles for software development. I encounter many books I consider valuable; I consider this one indispensable, especially as it includes over 20 concrete best practices. If you are interested in making your software development shop a better one, read this book!" --Ricardo R. Garcia, President, Global Rational User Group Council, www.rational-ug.org/index.php "Agile software development is real, it works, and it's here to stay. Now is the time to come up to speed on agile best practices for the Unified Process, and this book provides a great starting point." --Scott W. Ambler, practice leader, Agile Modeling "IBM and the global economy have become increasingly dependent on software over the last decade, and our industry has evolved some discriminating best practices. Per and Bruce have captured the principles and practices of success in this concise book; a must for executives, project managers, and practitioners. These ideas are progressive, but they strike the right balance between agility and governance and will form the foundation for successful systems and software developers for a long time." --Walker Royce, Vice President, IBM Software Services-Rational "Finally, the RUP is presented in digestible, byte-size pieces. Kroll and MacIsaac effectively describe a set of practices that can be adopted in a low-ceremony, ad hoc fashion, suited to the culture of the more agile project team, while allowing them to understand how to scale their process as needed." --Dean Leffingwell, author and software business advisor and executive "This text fills an important gap in the knowledge-base of our industry: providing agile practices in the proven, scalable framework of the Unified Process. With each practice able to be throttled to the unique context of a development organization, Kroll and MacIsaac provide software teams with the ability to balance agility and discipline as appropriate for their specific needs." --Brian G. Lyons, CTO, Number Six Software, Inc. In *Agility and Discipline Made Easy*, Rational Unified Process (RUP) and Open Unified Process (OpenUP) experts Per Kroll and Bruce MacIsaac share twenty well-defined best practices that you and your team can start adopting today to improve the agility, predictability, speed, and cost of software development. Kroll and MacIsaac outline proven principles for software development, and supply a number of supporting practices for each. You'll learn what problems each practice addresses and how you can best leverage RUP and OpenUP (an open-source version of the Unified Process) to make the practice work for you. You'll find proactive, prescriptive guidance on how to adopt the practices with minimal risk and implement as much or as little of RUP or OpenUP as you want. Learn how to apply sample practices from the Unified Process so you can Execute your project in iterations Embrace and manage change Test your own code Describe requirements from the user perspective Architect with components and services

Model key perspectives Whether you are interested in agile or disciplined development using RUP, OpenUP, or other agile processes, this book will help you reduce the anxiety and cost associated with software improvement by providing an easy, non-intrusive path toward improved results--without overwhelming you and your team.

The capability to design quality software and implement modern information systems is at the core of economic growth in the 21st century. This book aims to review and analyze software engineering technologies, focusing on the evolution of design and implementation platforms as well as on novel computer systems.

In *Global Risk Agility and Decision Making*, Daniel Wagner and Dante Disparte, two leading authorities in global risk management, make a compelling case for the need to bring traditional approaches to risk management and decision making into the twenty-first century. Based on their own deep and multi-faceted experience in risk management across numerous firms in dozens of countries, the authors call for a greater sense of urgency from corporate boards, decision makers, line managers, policymakers, and risk practitioners to address and resolve the plethora of challenges facing today's private and public sector organizations. Set against the era of manmade risk, where transnational terrorism, cyber risk, and climate change are making traditional risk models increasingly obsolete, they argue that remaining passively on the side-lines of the global economy is dangerous, and that understanding and actively engaging the world is central to achieving risk agility. Their definition of risk agility taps into the survival and risk-taking instincts of the entrepreneur while establishing an organizational imperative focused on collective survival. The agile risk manager is part sociologist, anthropologist, psychologist, and quant. Risk agility implies not treating risk as a cost of doing business, but as a catalyst for growth. Wagner and Disparte bring the concept of risk agility to life through a series of case studies that cut across industries, countries and the public and private sectors. The rich, real-world examples underscore how once mighty organizations can be brought to their knees—and even their demise by simple miscalculations or a failure to just do the right thing. The reader is offered deep insights into specific risk domains that are shaping our world, including terrorism, cyber risk, climate change, and economic resource nationalism, as well as a frame of reference from which to think about risk management and decision making in our increasingly complicated world. This easily digestible book will shed new light on the often complex discipline of risk management. Readers will learn how risk management is being transformed from a business prevention function to a values-based framework for thriving in increasingly perilous times. From tackling governance structures and the tone at the top to advocating for greater transparency and adherence to value systems, this book will establish a new generation of risk leader, with clarion voices calling for greater risk agility. The rise of agile decision makers coincides with greater resilience and responsiveness in the era of manmade risk. Sport psychology is attracting growing interest, both at a practitioner level and in psychology departments at universities.

contributions, few have attempted to summarize the research results systematically.

Transform your organization using Agile principles with this proven framework The Six Disciplines of Agile Marketing provides a proven framework for applying Agile principles and processes to marketing. Written by celebrated consultant Jim Ewel, this book provides a concise, approachable, and adaptable strategy for the implementation of Agile in virtually any marketing organization. The Six Disciplines of Agile Marketing discusses six key areas of practical concern to the marketer who hopes to adopt Agile practices in their organization. They include: Aligning the team on common goals Structuring the team for greater efficiency Implementing processes like Scrum and Kanban in marketing Validated Learning Adapting to Change Creating Remarkable Customer Experiences The Six Disciplines of Agile Marketing also discusses four shifts in beliefs and behaviors necessary to achieving an Agile transformation in marketing organizations. They include: A shift from a focus on outputs to one based on outcomes A shift from a campaign mentality to one based on continuous improvement A shift from an internal focus to a customer focus A shift from top-down decisions to de-centralized decisions Perfect for anyone in a leadership position at a marketing agency, The Six Disciplines of Agile Marketing also belongs on the bookshelf of anyone interested in improving the efficacy and efficiency of their own marketing efforts. Full of practical advice and concrete strategies that have been successfully implemented at Fortune 500, Silicon Valley, and non-profit organizations alike, this book is an indispensable resource to help your organization make the leap to Agile.

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