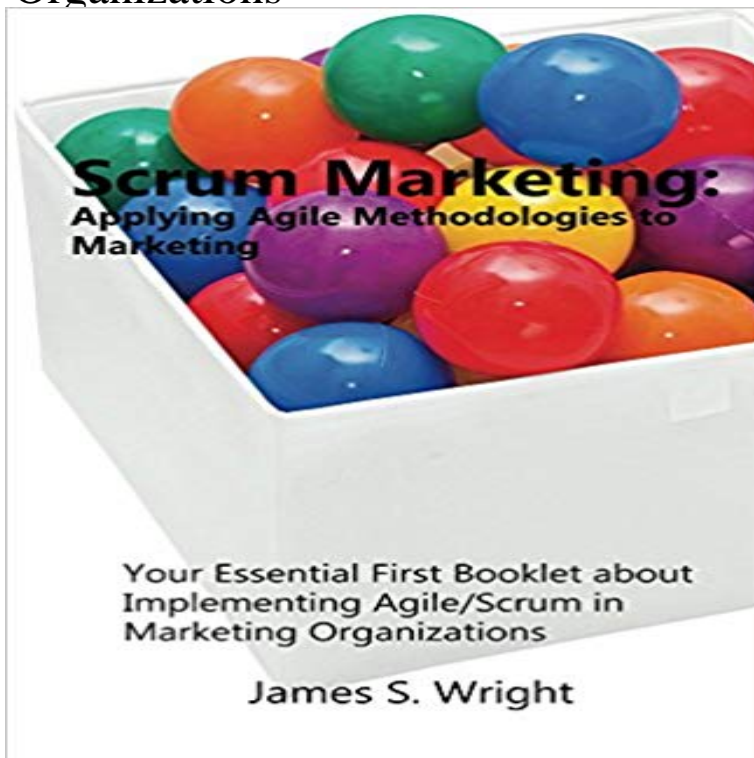


# Scrum Marketing: Applying Agile Methodologies to Marketing: Your Essential First Booklet about Implementing Agile/Scrum in Marketing Organizations



Agile and Scrum are currently the biggest buzz words in business today. Its predominantly used in engineering environments, but provides the same benefits in marketing venues. The natures of these two disciplines are different in many ways which creates some confusion about the benefits and costs one may expect from implementation. Youll learn how the Agile philosophy applies to marketing organizations, and how to implement the associated Scrum methodology. This information will help your organization become agile and more effective: to BE agile and not just to DO Agile. I wrote this booklet for those investigating the value of Agile and Scrum and their potential application in non-engineering work environments, particularly in marketing. If you are in marketing, operations, or another area that isnt software development, this booklet is the right place for you to start. Ill explain the philosophy. Ill describe the methodology and how to implement it with marketers. Ill even identify some possible difficulties and ways to mitigate the risks and problems. After reading through the limited pages of this booklet, youll know what all this stuff is about and if its worthy of further investigation for your company or group. If you decide not to continue, I can feel good about saving you time and money. If you opt to get into Agile and Scrum, then this will provide you with the foundation you need. This is not intended to give you all the information you need to scrumify your organization, but its a great starting point. I limited the size of this publication and its price to make it as accessible as possible. Before you spend \$24.95 on a 300 page book or \$1,200 on a class that may not give you the information you really need, slap down a few bucks to get a handle on what its really all about.

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