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**The Agile Guide to Business Analysis and Planning : From Strategic Plan to Detailed Requirements / Podeswa, Howard**

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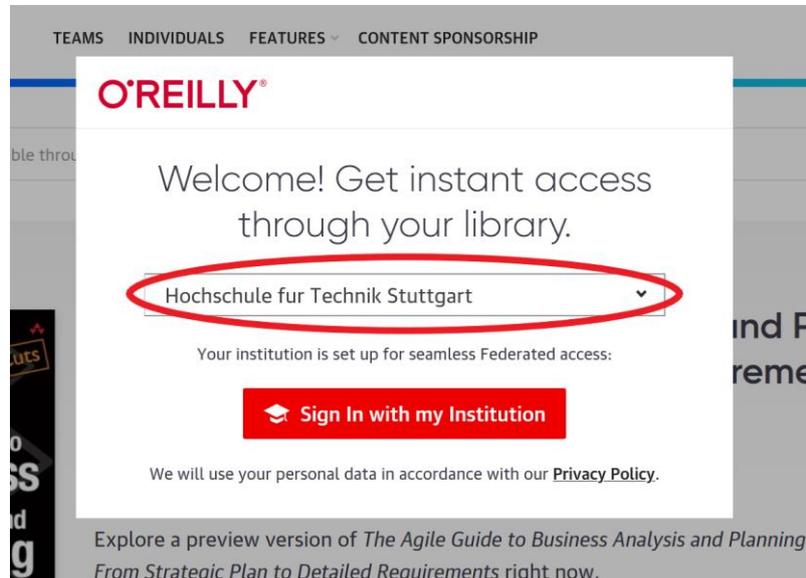
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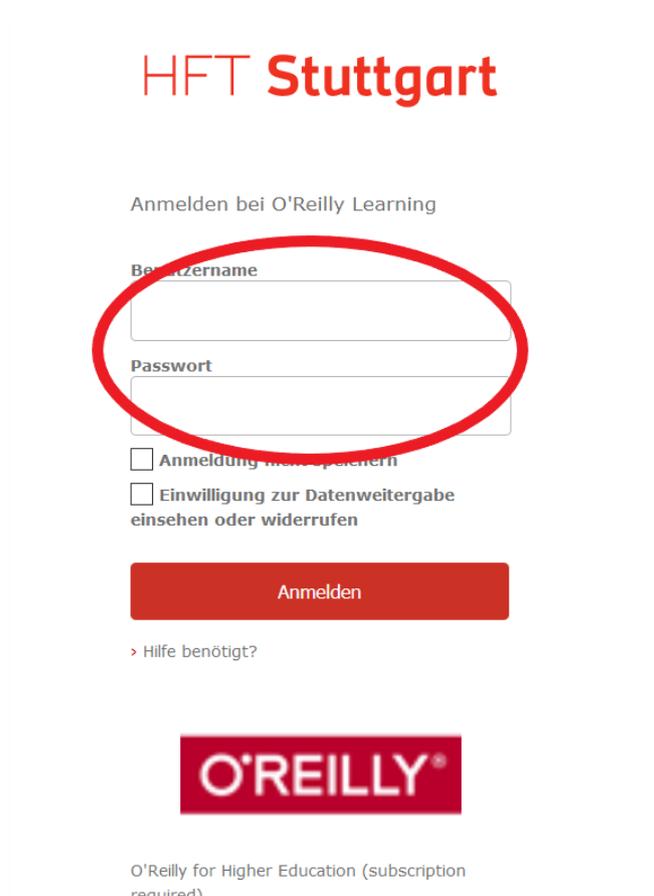
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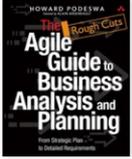
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### The Agile Guide to Business Analysis and Planning: From Strategic Plan to Detailed Requirements

★★★★★ 0 REVIEWS

by Howard Podeswa  
Publisher: Addison-Wesley Professional  
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#### Book Description

**Complete Agile Roadmap for Planning Product Development and Analyzing Customer Needs**

"With his vast experience in the field, Howard Podeswa demonstrates how business analysis and agile practitioners can apply fundamental business analysis practices and techniques across the most widely used agile frameworks."

— *Alain Arseneault, business analysis enthusiast, thought leader, and creative insurgent*

**The Agile Guide to Business Analysis and Planning** presents clear, actionable guidance for every product owner, analyst, requirements engineer, and stakeholder seeking to improve agile analysis and planning. Renowned author and consultant Howard Podeswa teaches best-practices drawn from agile and agile-adjacent frameworks, including Lean Thinking, Le Startup/MVP, Circumstance-Based Market Segmentation, theories of disruptive-innovation, DevOps, ATDD, Kanban, Scrum, XP and SAFe. He offers a comprehensive agile roadmap for planning product development and analyzing customer needs, including discussion of legacy business analysis tools that still offer immense value.

Using a running case study, Podeswa walks through the full product lifecycle, from visioning through release. You learn how to engage more productively with the business, using tools such as Kano Analysis, Circumstance-Market Segmentation, MVPs, Story Maps, Product Roadmaps, Customer Journey Mapping, Value Stream Mapping, and Business Process Modeling (BPM). Podeswa presents each technique in context: what you need to know and when to apply each tool.

- Master principles, frameworks, concepts, and practices of agile analysis and planning
- Explore planning and analysis in short-term, long-term, and scaled agile initiatives
- Use early analysis activities to envision new products or significant enhancements
- Prepare, plan, and estimate individual features
- Master unique techniques needed by large agile organizations
- Implement 13 practices for optimizing enterprise responsiveness to change

Supported by 175+ tools, techniques, examples, diagrams, templates, checklists, and other job aids, this book is a complete toolkit for every practitioner. Whatever your role, you'll find indispensable guidance on planning and analysis responsibilities so you can help your organization respond more nimbly to its fast-changing environment.

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