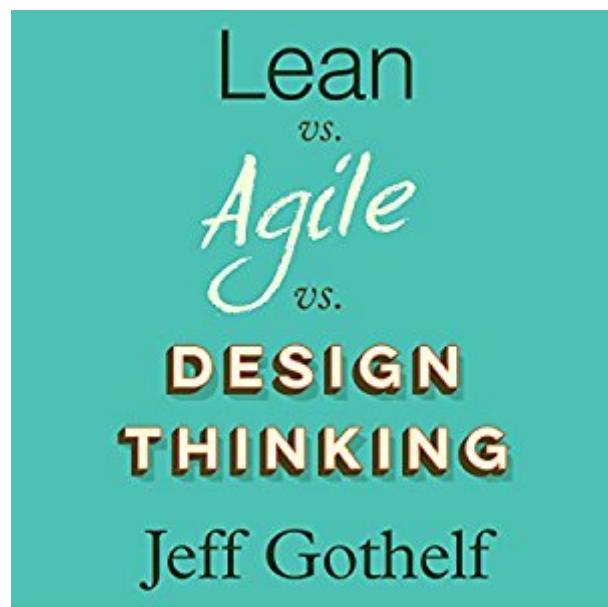


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# Lean Vs Agile Vs Design Thinking: What You Really Need To Know To Build High-Performing Digital Product Teams



## Synopsis

As companies evolve to adopt, integrate, and leverage software as the defining element of their success in the 21st century, a rash of processes and methodologies are vying for their product teams' attention. In the worst of cases, each discipline on these teams - product management, design, and software engineering - learn a different model. This short, tactical book reconciles the perceived differences in Lean Startup, Design Thinking, and Agile software development by focusing not on rituals and practices but on the values that underpin all three methods.

## Book Information

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## Customer Reviews

A refreshingly brief, no-nonsense, practical guide for leaders and practitioners who are struggling to implement new methodologies like lean, agile and design thinking. Gothelf cuts through the jargon and provides clear, concise descriptions of the main approaches and provides a path forward that blends and balances the best from each.

If you're questioning the design methods you're using, or find yourself wanting to use a little Agile, a little Lean, and a dash of Design Thinking... This is a good summary of how the best of each might come together.

GREAT! Quick must-read for anyone looking to be more effective and efficient in product development.

This is a quick read, concise and effective? It is so much much re valuable than long, dreary epistles that is often just a waste of time.

A good overview based on experiential approach.

The overview of Lean, Agile, and Design Thinking methods was useful, but not quite enough for me. I especially wanted more from the section on Design Thinking as this area is the least familiar for me. In the end I expected more synthesis of these ideas and actionable strategies than I got. On the plus side, no pages were wasted and it is a quick and easy read.

While this was helpful in explaining from a very high level the goals and trade offs of holding fast to one method over another, it didn't get very deep in explaining the individual methods. And while the application part was useful it probably would have been a more effective blog post somewhere. The whole book is less than 100 pages and probably 30% are illustrations or chapter dividers.

I have followed Jeff for a while and expected a in depth, empirical, conversation not an outline to that hoped for work. Oh well.

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