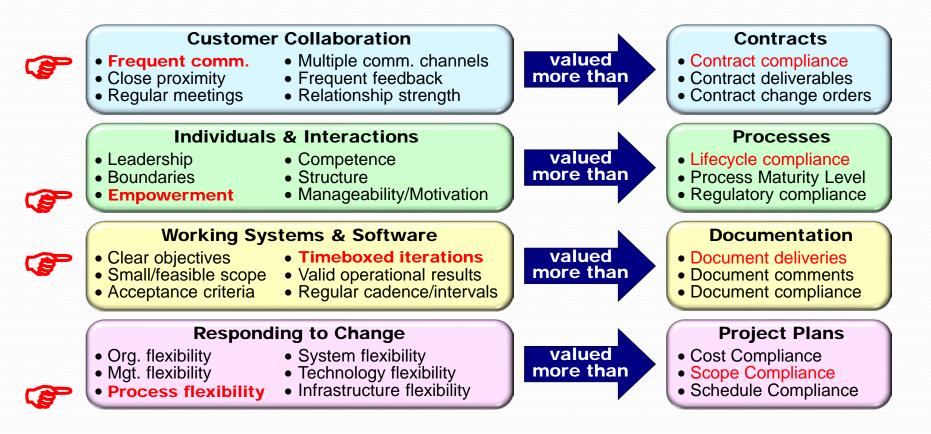
## **Agile Soft Metrics & Measures**

People-centric way to create innovative solutions
Product-centric alternative to documents/process
Market-centric model to maximize business value



Agile Manifesto. (2001). *Manifesto for agile software development*. Retrieved September 3, 2008, from http://www.agilemanifesto.org Rico, D. F., Sayani, H. H., & Sone, S. (2009). *The business value of agile software methods*. Ft. Lauderdale, FL: J. Ross Publishing. Rico, D. F. (2012). *Agile conceptual model*. Retrieved February 6, 2012, from http://davidfrico.com/agile-concept-model-1.pdf