

Project Management Achieving Competitive Advantage 4th Edition

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project management managing successful projects

this text takes a holistic integrated approach to managing projects exploring both technical and managerial challenges it emphasizes not only individual project execution but also provides a strategic perspective demonstrating means to manage projects at the program and portfolio levels

this book examines the ways in which quality management methods tools and practices help improve an organization's performance and achieve sustainable competitive advantages this volume includes quality techniques and tools such as the efm model servperf model e s qual scale and the iso 9001 certification and provide a wide variety of empirical studies in different economic sectors in the current economic environment characterized by economic turmoil and fierce competition quality management has become a key strategy for organizations to overcome today's challenges organizations benefits from implementing quality management systems by following two approaches first they implement quality practices aimed at ensuring customer satisfaction by considering consumer expectations and establishing strategies accordingly second organizations improve processes by establishing efficient and effective process management systems that improve productivity lower costs reduce unnecessary expenses eliminate all non value added activities and ultimately maximize excellence and customer satisfaction quality management thereby provides tools techniques and methods for continuous process improvement in both the professional and academic worlds which when implemented by organizations in times of crisis enable more effective administration of activities undertaken by managers containing contributions from various academics and scholars this new book provides cutting edge research methods and techniques providing a reference manual for academics scholars practitioners and policy makers

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terms such as the new competitive landscape hypercompetition and inherent instability and change have been used over the past decade to describe the changing global competitive environment a plethora of strategic and operational measures have been used to enable firms to gain sustainable competitive advantage with varying degrees of success yet we remain in largely uncharted territory with strategic preparation for the future becoming a critical activity strategy and performance provides academics practitioners and students with a highly focused approach to competing in the global marketplace

appropriate for introductory management courses in canadian colleges and universities written in an accessible conversational style management takes a global approach to the subject the book profiles canadian managers contains canadian examples and cases throughout improvements to existing topics have been incorporated into this edition including a new chapter on managing communication and information technology this edition has re worked the writing style to speak to the student by showcasing a young canadians section for managers less than 40 years of age in addition there is more emphasis on small business and entrepreneurial ventures and will as improved visual delivery of material through effective application of charts diagrams and tables

this book introduces the essentials of management as they apply within the contemporary work environment particular attention is paid to cultural diversity the global economy ethical behavior and social responsibility and the use of technology

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