

Project Management A Managerial Approach

9th Edition

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a user friendly problem solving approach to managerial economics with a focus on the transformative effects of the digital revolution

project management in practice 7th edition presents an applied approach to the essential tools strategies and techniques students must understand to achieve success in their future careers emphasizing the technical aspects of the project management life cycle this popular textbook offers streamlined student friendly coverage of project activity risk planning budgeting and scheduling resource allocation project monitoring evaluating and closing the project and more providing new and updated content throughout the seventh edition s concise pedagogy and hands on focus is ideally suited for use in one semester courses or modules on project management clear and precise chapters describe fundamental project management concepts while addressing the skills real world project managers must possess to meet the strategic goals of their organizations integrated throughout the text are comprehensive cases that build upon the material from previous chapters complemented by wealth of illustrative examples tables and figures review questions and discussion topics designed to reinforce key information

project management can play a key role in arriving at an effective decision in various functional areas of management this book focuses on the integral role of project management in an organization all aspects of a project such as project identification

project planning and scheduling project implementation project evaluation project financing and project audit are covered in detail in this book features covers in depth concepts and techniques of project management emphasizes project management during the pre stages of project development provides keywords of essential vocabulary so students can recognize and retain important terminology includes case studies taken from real life situations showing the practicalities involved in the discipline focuses on the practical aspects of project analysis and implementation as they relate to entrepreneurs features glossaries of central term definitions and of frequently used symbols it is designed to help undergraduates postgraduates and research professionals understand the basic concepts and applications of project management

benefits realization management brm is a key part of governance because it supports the strategic creation of value and provides the correct level of prioritization and executive support to the correct initiatives because of its relevance to the governance process brm has a strong influence over project success and is a link between strategic planning and strategy execution this book guides portfolio program and project managers through the process of benefits realization management so they can maximize business value it discusses why and how programs and projects are expected to enable value creation and it explains the role of brm in value creation the book provides a flexible framework for translating business strategy drivers into expected benefits and explains the subsequent composition of a program and project portfolio that can realize expected benefits planning the benefits realization expected from programs and projects and then making it happen keeping programs and projects on track reviewing and evaluating the benefits achieved or expected against the original baselines and the current expectations to help project program and portfolio managers on their brm journey as well as to support business managers in executing business strategies the book identifies key organizational responsibilities and roles involved in brm practices and it provides a simple reference that can be mapped against any organizational structure a detailed and comprehensive case study illustrates each phase of the brm framework as it links business strategy to project work benefits and business value each chapter ends with a series questions that provide a brm self assessment the book concludes with a set of templates and detailed instructions to ensure successful deployment of brm

designed for project management courses for business students project management a managerial approach 9th edition guides students through all facets of the steps needed to successfully manage a project the authors managerial perspective addresses the basic nature of managing all types of projects as well as the specific techniques and insights required for selecting initiating executing and evaluating those projects

a component of strategic management by the same author this text focuses on the study of concepts involved in strategic management it incorporates three themes globalization the natural environment and technology and presents concepts in strategy formulation implementation and evaluation

marketing management text and cases 1 e includes a new collection of cases from harvard business school hbs sets the standard for effective case writing and teaching and provides here the latest cases in marketing management

an introduction to strategic management this book incorporates three themes throughout each chapter globalization the natural environment and technology it focuses on skill building in all the major areas of strategy formulation implementation and evaluation

this text has been developed in response to changing customer curriculum needs many instructors are looking for a concise text for this course one that offers a solid core for the course but allows time to add other topics materials etc

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