



The New Dynamic Project Management : Winning Through the Competitive Advantage

By Deborah S. Kezsbom, Katherine A. Edward

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Business survival in today's global competitive economy requires companies to adapt quickly to rapidly changing markets, tighter schedules, diverse teams, and frequent technological advances. Change today is so pervasive that it has, paradoxically, become a constant.

Based on their extensive and diverse project management experience within Fortune 500 companies and U.S. government agencies, the authors provide a practical and highly informative guide that can be applied easily to a variety of technical projects, regardless of industry! Revised and updated to reflect today's revolutionary changes and extraordinary business challenges, The New Dynamic Project Management: Winning Through the Competitive Advantage provides proven, practical management strategies to give your projects and your teams the competitive advantage.

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The New Dynamic Project Management : Winning Through the Competitive Advantage By Deborah S. Kezsbom, Katherine A. Edward **Bibliography**

- Sales Rank: #5325259 in Books
- Published on: 2001-01-12
- Original language: English
- Number of items: 1
- Dimensions: 9.59" h x 1.31" w x 6.52" l, 2.24 pounds
- Binding: Hardcover
- 600 pages



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Editorial Review

Review

"...addresses the project challenges that have emerged, particularly in the cyber-environment , since the 1989 edition..." (Reference & Research Book News, November 2001)

From the Inside Flap

The New Dynamic Project Management: Winning Through the Competitive Advantage

Exceptional performance in today's competitive markets requires techniques that assure that a quality product is delivered to market in a timely and cost efficient manner. The new Dynamic Project Management: Winning Through the Competitive Advantage address the real-world challenges that confront today's managers and project teams.

Whether you are involved in software development, information technology, pharmaceuticals, or the service industries, The New Dynamic Project Management outlines actual applied strategies that will give your projects the competitive advantage.

Complete with application exercises, discussion questions, checklists, and business case studies, The New Dynamic Project Management will prove to be an excellent resource and informative guide for managers and non-managers alike. It provides clear, easy-to-follow techniques and guidelines that will help you to:

- * Plan collectively as a team to assure attaining cost, schedule, and performance objectives
- * Manage for quality despite accelerating product development and shorter sales cycles
- * Develop and effectively manage all types of project teams, including those that are "virtual"
- * Do business more effectively across company and international boundaries
- * Apply communication strategies that improve both the quality of projects and the critical professional relationships that drive them
- * Empower others so that they may better accomplish their goals and the organization's objectives

From the Back Cover

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