



# Managing Stakeholders as Clients: Sponsorship, Partnership, Leadership and Citizenship

*By Mario Henrique Trentim PfMP CBAP*

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Gathering decades of research on communications and stakeholder relations, Mario Trentim, PfMP, CBAP, suggests a paradigm shift in the way project managers view their stakeholders. In this newly revised edition, Trentim goes beyond theory to offer real tools and valuable resources focused on presenting what works when it comes to stakeholder management. His light, conversational style pulls together a wide range of perspectives on various topics including: A Guide to the Project Management Body of Knowledge (PMBOK® Guide), agile, PRINCE2™, emotional intelligence, and soft systems methodology.

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