



Maximizing project value [defining, managing, and measuring for optimal return /

Berman, Jeff (1966-)

Amacom, American Management Association, c2007

Libros electrónicos.

Monografía

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Nota general: Includes index

Contenido: Introduction : beyond "on time and on budget" -- Defining the project business case and getting buy-in from top management -- Business case process life cycle -- Determining the need for a project -- Initiating the project -- Making the business case -- Business case influencers and supporters -- 7 principles for developing a winning business case -- Project selection techniques -- The business case approval process -- Executing a project with a business value mindset -- Defining project value drivers -- Key performance indicators -- Achieving project value through stakeholder management -- Change management -- Stakeholder management -- Stakeholder management as a process -- Stakeholder communication -- Creating organizational alignment and accountability -- The impact of change -- Accountability -- Rewards and incentives -- Establishing an ongoing project performance tracking process -- Reporting mechanisms -- Metrics visibility -- Correction management -- Conclusion

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