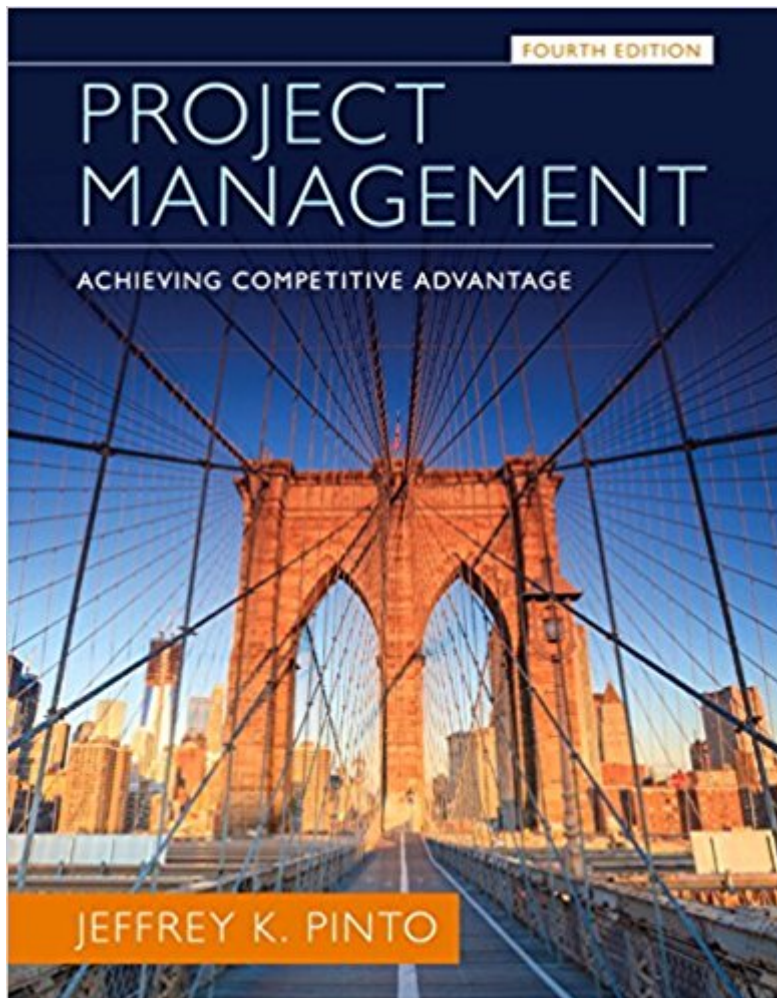




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Project Management: Achieving Competitive Advantage (4th Edition)



Synopsis

For courses in project management. Project Management Fundamentals with Broad Applications In its Fourth Edition, Project Management: Achieving Competitive Advantage takes a contemporary, decisive, and business-oriented approach to teaching and learning project management. Blending current theory, contemporary case studies, and hands-on practice and research, Project Management offers students a full range of perspectives of the project management process. To promote a comprehensive, multi-industry understanding of the text, the author addresses project management theory within the context of a variety of successful organizations, whether they be publicly held, private, or nonprofit. Comprehensive case analysis and detailed exercises give students the tools to assess projects in real-time, equipping them with razor-sharp decision-making skills. Leveraging the latest project management technology, Project Management features just the right balance of real-world examples, cutting-edge theory, and practical exercises.

Book Information

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Customer Reviews

Well written introduction book to the valuable art of Project Management. The book provides a coherent summary of important concepts and practices. Case studies and examples throughout the book provide real world scenarios to bring the information to life. This is a perfect starting point for someone interested in Project Management, or a great refresher book for an experience professional!

Somewhat of a difficult read, but works for the class. Kinda hard to find some of this information on the Internet, so I'd suggest getting for your class vs winging it.

Really good book for learning and consulting. Too bad it is expensive...

Great value, dated edition but very credible and valuable information

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