

Maximizing project value: defining, managing, and measuring for optimal return

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Abstrak

True project success is dependent on more than simply whether it's delivered on time and under budget. The real question is whether a project provides value for the organization. This powerful book gives project managers step-by-step guidance on how to establish the value of a project, identify value drivers and key performance metrics and then track and report them, organize a team for accountability, and much more. This is an essential book for every project manager.