



Project Management for the Creation of Organisational Value

Ofer Zwickel, John Smyrk

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Projects and programmes are approved and funded to generate benefits. *Project Management for the Creation of Organisational Value* proposes a complete framework that seeks to support such an objective – from project selection and definition, through execution, and beyond implementation of deliverables until benefits are secured.

Because it is preoccupied with deliverables, accepted project management practice is flawed. *Project Management for the Creation of Organisational Value* proposes an alternative approach, which seeks a flow of target outcomes for the organisation investing in the project.

Project Management for the Creation of Organisational Value provides support for all those who play a role of leadership in projects at different levels. Senior executives, practitioners and academics will find in this book a comprehensive guide to the conduct of projects and programmes, which includes robust models, a set of consistent principles, an integrated glossary, enabling tools, illustrative examples and case studies.



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