Project Management for Non-Project Managers

JACK FERRARO

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Great managers are experts at getting bottom-line results, but often do not understand their role in the success or failure of their organization's projects. They balk at the arcane terminology and are unaware of how to use valuable project management techniques and tools—a knowledge gap that can be a serious career barrier! Functional managers with even basic project management (PM) knowledge are the best people for keeping projects business-focused. This new book demystifies the jargon and processes, encouraging managers to jump into the PM arena and arming them with strategies for increasing the business value created by their company's projects. Readers will discover: • Advice for switching gears from passive bystander to active owner of projects

• Insights into four critical PM skills, including business analysis techniques, work breakdown structures, program sequencing techniques, and risk management methods

• Step-by-step guidelines, case studies, and illustrations for mastering these skills. Project Management for Non-Project Managers provides easy-to-read, in-a-nutshell explanations of all the PM basics that managers need to achieve project success.

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