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| Descrizione fisica | 1 online resource (289 p.) |
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| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Contents; Acknowledgments; Introduction: Thinking About Your Project Communications in a New Way; 1 Linking Projects and Strategy Through Effective Communications; 2 Preparing the Leadership; 3 Writing the Project Charter; 4 Establishing the Team and Communicating with the Business; 5 Common Elements for All Communications; 6 Writing the Case for Change; 7 Analyzing Changes to Business Process; 8 Developing Support for the New Business Processes; 9 Developing an Operations Integration Plan; 10 Developing the Communications for the Project 11 Writing the Project Plan Memorandum for the Executive Team 12 Using Communications to Handle Risks; 13 Presenting to Stakeholders During Project Execution; 14 Communicating About Problems; 15 Communicating Scope Changes; 16 Communicating with Operations; 17 Preparing Operations to Accept the Deliverables; 18 Overcoming Resistance to Change; 19 Handling Competition with Other Initiatives; 20 Writing the Close-Out Report; 21 Providing Feedback to Your Project |

Team; 22 Crossing the Finish Line; Index; About the Author

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No project can be successful when people aren't informed.