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Sommario/riassunto

Maximizing project value is about optimizing the tradeoff between project value and business value, two values that are constantly in tension between the project manager and the project sponsor. In this book the author brings his wealth of experience in project management to demonstrate how to increase a project's value and ultimately contribute to the attainment of business goalsFrom exploring the nature of "value," as tangible resources and moral or ethical attributes, to how best to approach decision-making, the book offers thorough coverage of this essential aspect of project management. T