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Autore	Goodpasture John C. <1943->
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Nota di contenuto	Title Page; Copyright; About the Author; Dedication; Table of Contents; Preface; Acknowledgments; CHAPTER 1 Understanding Project Value; Concepts in Managing Projects for Value; Concept 1: Projects Derive Their Value from Goal Achievement; Concept 2: Projects Are Investments Made by Management; Concept 3: Project Investors/Sponsors Tolerate Risk; Concept 4: The Investment Equation Becomes the Project Equation; Concept 5: Value Is a Balance of Quality, Resources, and Risk; Dimensions and Measures of Value; Quality Dimensions of Value; Consumers Value the Outcomes of Processes Monetary Measures of Value Net Present Value; Economic Value Add; Expected Monetary Value; Expected Value; CHAPTER 2 The Sources of Value for Projects; Strategy Is the Journey to Goals; The Need for Change Drives Goal Setting; Change As a Consequence of Opportunity; Six Steps in Strategic Planning from Opportunity to Projects; A Model for Goal Deployment and Strategic Planning; Step 1: Opportunity Identification; Step 2: Goal Development; Step 3: Strategy Development; Step 4: Concept of Operations; Step 5: Operating Programs; Step 6: Project Identification

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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 goals. From 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

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