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Nota di contenuto	""COVER""; ""Dedication""; ""Contents""; ""Recommendation""; ""Preface""; ""Chapter 1: Introduction""; ""1.1 Why Project Management?""; ""1.2 What is Project Management?""; ""1.3 Organisation of the Book ""; ""1.4 Who is this Book for?""; ""1.5 How to Use this Book?""; ""PART I: A Theoretical Introduction "" ""Chapter 2: The Creative Process""; ""2.1 The Start of the Creative Process""; ""2.2 A Tailor-Made Approach for Each Problem ""; ""Chapter 3: The Event""; ""3.1 What is an Event? ""; ""3.2 Every Objective Requires Its Own Form ""; ""3.3 The Parties Involved""; ""3.4 An Event as a Project"" ""Chapter 4: The Concept of Project Management"" ""4.1 The Basic Shape of the Concept""; "" ""4.2 Foundation of the Project Management Concept ""; ""4.3 The Product Track""; ""4.4 The Marketing and Communication Track""; ""4.5 The

Control-Oriented Track ""; ""4.6 The Decision-
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""""PART II: Getting Started ""; ""Chapter 5: Step-By-
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""5.1 The Initiative Phase (Project Proposal)
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""""Chapter 6: Step-By-Step Plan for a Conference Project
""; ""6.1 The Initiative Phase (Project Proposal)
""; ""6.2 The Preparation Phase (Project Plan)
""; ""6.3 The Development Phase (Production Programme)
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""6.4 The Execution and Completion Phase
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