

1. Record Nr.	UNINA9910821481603321
Autore	Verhaar Jan
Titolo	Project management : a professional approach to events // Jan Verhaar & Iris Eshel ; cover design, Cunera Joosten
Pubbl/distr/stampa	Hague, Netherlands : , : Eleven International Publishing, , 2013 ©2013
ISBN	94-6094-804-9
Edizione	[Third edition.]
Descrizione fisica	1 online resource (365 p.)
Altri autori (Persone)	Eshellris JoostenCunera
Disciplina	394.2068
Soggetti	Special events - Management Special events - Planning Project management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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

