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Altri autori (Persone)	GrundyTony <1954->
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Note generali	"A Gower book"--cover. First published 2011 by Gower Publishing.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Preface; 1 Managing Pharmaceutical Projects Strategically; 2 Linking Pharmaceutical Projects with Business Strategy; 3 Defining Pharmaceutical Projects; 4 Developing Pharmaceutical Project Strategy and Plans; 5 Evaluating Pharmaceutical Projects; 6 Pharmaceutical Project Mobilisation, Control and Learning; 7 Influencing People and Behaviour; 8 Project Management Checklists and Cost-management Project Case Study; 9 Conclusion; Glossary of Key Project Management Definitions; Bibliography; Index
Sommario/riassunto	Written firmly from the perspective of the pharmaceutical industry, Laura Brown and Tony Grundy' offer a guide to the tools and techniques of project management. They cover both the technical and human aspects of project management to provide clinical research, drug development and quality assurance managers or directors with a

must-have reference.
