

1. Record Nr.	UNINA9911019493003321
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Titolo	Strategic project management made simple : practical tools for leaders and teams / / Terry Schmidt
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2009
ISBN	9786612113437 9781119197928 1119197929 9781282113435 1282113437 9780470442920 0470442921
Edizione	[1st edition]
Descrizione fisica	1 online resource (274 p.)
Disciplina	658.4/012
Soggetti	Project management Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Are you strategic? -- pt. 2. Mastering the four critical strategic questions -- pt. 3. Putting the concepts into action.
Sommario/riassunto	When Fortune Magazine estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of Strategic Project Management Made Simple is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. Strategic Project Management Made Simple is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. S