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Altri autori (Persone)	LoweDavid LeiringerRoine
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Nota di contenuto	1 Commercial Management - Defining a Discipline?; Part 1: External Milieu; Introduction to Part 1; 2 Competition; 3 Culture; 4 Procurement in the Context of Commercial Management; Part 2: Corporate Milieu; Introduction to Part 2; 5 Corporate Governance and Shareholder Value; 6 Strategies for Solutions; 7 The Effectiveness of Marketing Spend; 8 Trust and Commercial Managers: Influences and Impacts; 9 Outsourcing; Part 3: Projects Milieu; Introduction to Part 3; 10 Management of Uncertainty11 Conflict Management and Dispute Resolution; 12 Performance Measurement; 13 Value Management of Complex Projects; Part 4: Project Milieu; Introduction to Part 4; 14 The Governance of Project Coalitions - Towards a Research Agenda; 15 Contract Management; 16 Bidding; 17 Strategic Purchasing and Supply

Chain Management in the Project Environment - Theory and Practice; 18 Signals from Site - Embodied Logic and Management Accounting on Construction Projects; 19 Afterword - Identifying and Defining a New Interdisciplinary Research Agenda for Commercial Management; Index.

Sommario/riassunto

This is the first book to establish a theoretical framework for commercial management. It argues that managing the contractual and commercial issues of projects - from project inception to completion - is vital in linking operations at the project level and the multiple projects (portfolios/ programmes) level to the corporate core of a company. The book focuses on commercial management within the context of project oriented organisations, for example: aerospace, construction, IT, pharmaceutical and telecommunications - in the private and public sectors. By bringing together contributions from leading researchers and practitioners in commercial management, it presents the state-of-the-art in commercial management covering both current research and best practice. Commercial Management of Projects: defining the discipline covers the external milieu (competition, culture, procurement systems); the corporate milieu (corporate governance, strategy, marketing, trust, outsourcing); the projects milieu (management of uncertainty, conflict management and dispute resolution, performance measurement, value management); and the project milieu (project governance, contract management, bidding, purchasing, logistics and supply, cost value reconciliation). Collectively the chapters constitute a step towards the creation of a body of knowledge and a research agenda for commercial management.
