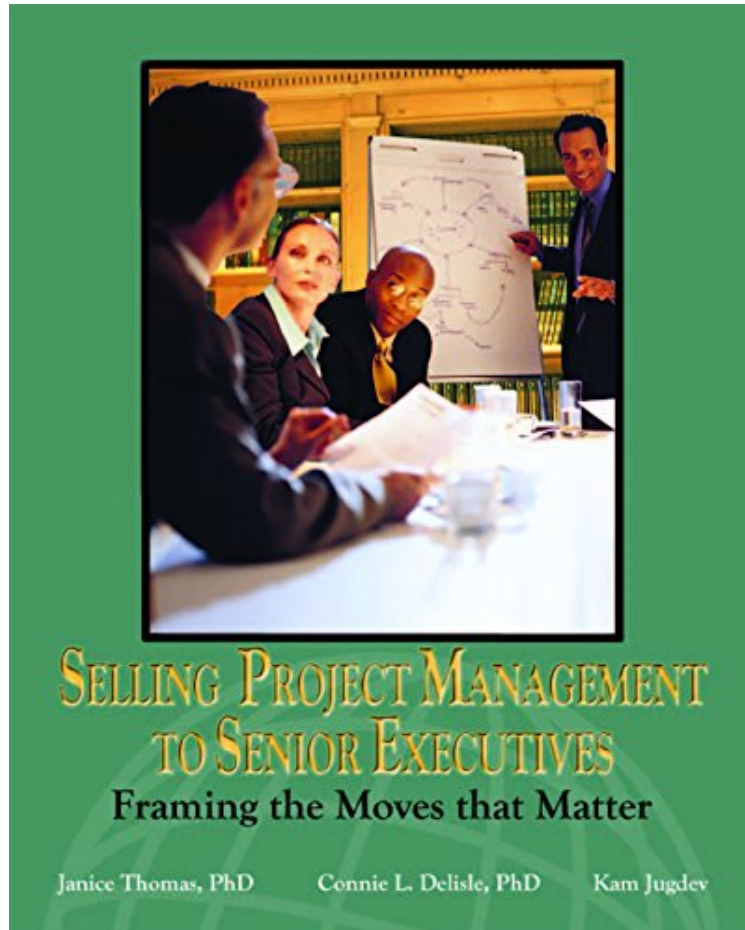


(Download pdf ebook) Selling Project Management to Senior Executives

Selling Project Management to Senior Executives

Janice Thomas, Connie Delisle, Kam Jugdev, Pamela Buckle
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Janice Thomas, Connie Delisle, Kam Jugdev, Pamela Buckle : Selling Project Management to Senior Executives before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling Project Management to Senior Executives:

1 of 2 people found the following review helpful. One of my most-recommended titles for senior project managersBy Al S. BrownI have found this book to be a wonderful mix of practical advice and academic research. The authors not only give useful advice about how to talk to senior executives (avoid hype and emotion, emphasize concrete processes and concepts like the iron triangle), but they back it all up with solid research into books about sales and actual people who have successfully sold project management to senior executives.The research is even divided on useful lines, showing key differences between the process of selling project management as an employee and as an outside consultant. Different types of arguments work better depending on your role.For any senior project manager, who is trying to get enterprise-wide adoption of project management, this book is a must-read. Parts of it are academic, but the practical advice is clearly marked and put into separate chapters. These practical tips will save time and frustration when attempting to pitch to a senior executive.7 of 8 people found the following review helpful. Still left searchingBy

A CustomerI bought this book because I am searching for the answer to "why is it so difficult to get decision-makers to understand the value of professional project management?"What I got was an unorganized long-winded thesis; chock full of repetitious statements, surveys and references; leaving the reader to draw their own conclusions.My opinion, this book is nothing more than an overpriced "tease" to a very important topic. If there was ever a book and topic that needed a sequel, this is it!3 of 6 people found the following review helpful. Wonderful researchBy Wanda CurleeI respectfully disagree with the two reviews posted. This was academic based research and provides information to those of us looking for the next steps in project management. Academic research does not provide the silver bullet that is so desperately wanted. However, it provides the background and sound grounding that allows senior project managers to develop new practical applications based on supportable research. A must read for those who are beyond the nuts and bolts of project management theory.

"Why is it so difficult to sell project management to senior executives?" and "How do you get them on board?" are the main questions being answered in this pertinent book by Thomas, et al. After years of research, the authors report their findings in Phases I and II of this insightful book. Based on the perspective that senior executives focus at a strategic level and view project management as tactical, Phase I deals with the misalignment of perceived value between the "seller" and the senior executive. Phase II compares and contrasts success factors with the help of eight straightforward models. With greater understanding, project management practitioners may someday be able to eliminate barriers between these two integral components of successful businesses.