

<<项目赞助>>

图书基本信息

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内容概要

Project Sponsorship—which includes case studies, checklists, and action plans—shows how project sponsors and project managers can develop the skills they need to manage successful projects. Randall L. Englund and Alfonso Bucero—experts in the field of project management—have written the definitive guide for educating all stakeholders in the nature of project sponsorship. They describe in detail the responsibilities of the project sponsor, from communications and liaison, selection and training, problem solving, mentoring, and feedback, to the review of project execution. The project sponsor and manager learn how to negotiate effectively with each other and the project team to achieve their commitments.

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作者简介

Randall L. Englund is a successful project management consultant, author (Creating an Environment for Successful Projects, Creating the Project Office), and speaker. He was previously a senior project manager with Hewlett-Packard and a member of its corpo

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书籍目录

Preface. The Authors. 1. Project Sponsor Responsibilities. 2. Obtaining a Project Sponsor. 3. Sustaining Sponsorship. 4. Client Sponsor Relationship. 5. Planning and Executing Steering Committees. 6. Sponsorship and Culture Evaluation. 7. Sponsorship Execution Feedback. 8. Sponsorship Development. 9. Sponsor Mentoring. 10. Knowledge Management. Bibliography. Index.

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