



Customer-Driven Project Management : Building Quality into Project Processes

Bruce Barkley, James Saylor

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Reorganize any project for improved efficiency and quality

Designed around numerous case studies, Customer-Driven Project Management, Second Edition drives home the importance of front-end customer involvement for project managers and engineers alike. Authors Bruce T. Barkley and James Saylor have added six new chapters to this edition, focusing on Internet support systems, selling the project, and a model for e-business projects. This integrated approach to Custom-Driven Project Management (CDPM) explains the new enterprise project life cycle and gives you a wide range of effective tools for developing customer-driven teams. You learn how to:

- * Use people involvement tools and techniques
- * Recognize senior management's role in project review
- * Be aware of the full range of personal and professional issues
- * Apply definition, selection, and analysis tools and techniques
- * Work with project management and system development tools and techniques
- * More

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