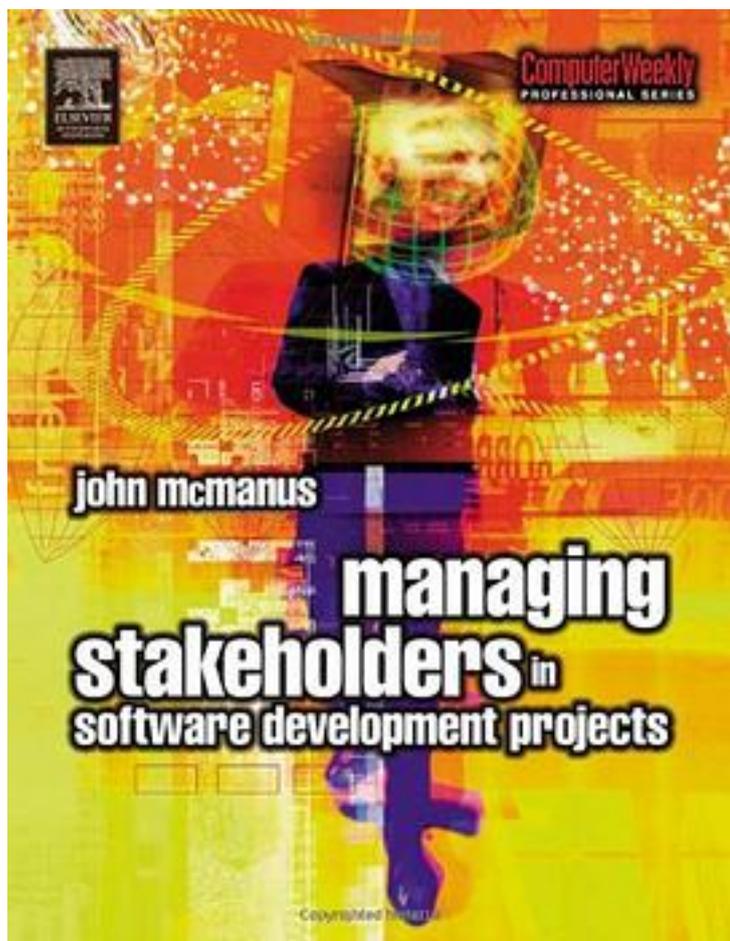


Managing Stakeholders in Software Development Projects



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As stakeholder relationships and business in general have become increasingly central

to the unfolding of stakeholder thinking, important new topics have begun to take centre stage in both the worlds of practitioners and academics. The role of project management becomes immeasurably more challenging, when stakeholders are no longer seen as simple objects of managerial action but rather as subjects with their own objectives and purposes. This book will aim to explain some of the complexities of project management and managerial relationships with stakeholders by discussing the practice of stakeholder engagement, dialog, measurement and management and the consequences of this practice for reporting and productivity, and performance within project management. It covers new concerns and emerging concepts in stakeholder management. It is written from a practioner's perspective; and includes relevant case studies and readings.

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