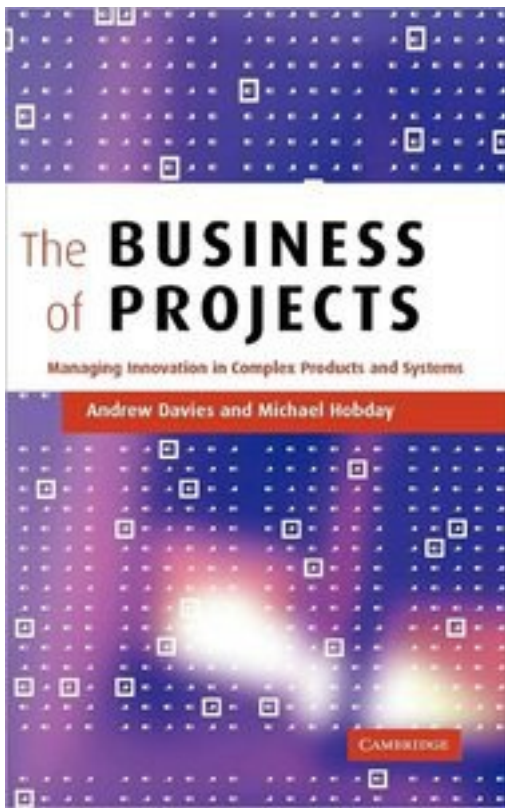


The Business of Projects



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The Business of Projects broke ground when it was first published in 2005, by showing how leading businesses create and implement projects to drive strategy and innovation. Projects are used to coordinate activities with customers and suppliers and ensure that organisations become more dynamic and adaptable. The book extends the resource-based view of the firm to focus on the business lessons learned from the design and production of high-value complex products and systems (CoPS), which have always been project-based. As well as frameworks and management tools, it

provides case studies of high-technology industries - such as telecommunications, flight simulation and medical devices - to show how projects are used to achieve strategic objectives, perform systems integration, organise productive activities, manage software, achieve organisational learning and deliver solutions for customers. This book is essential reading for project professionals, academics, students, engineers, managers and policy makers seeking a strategic, innovative perspective on projects.

作者介绍:

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