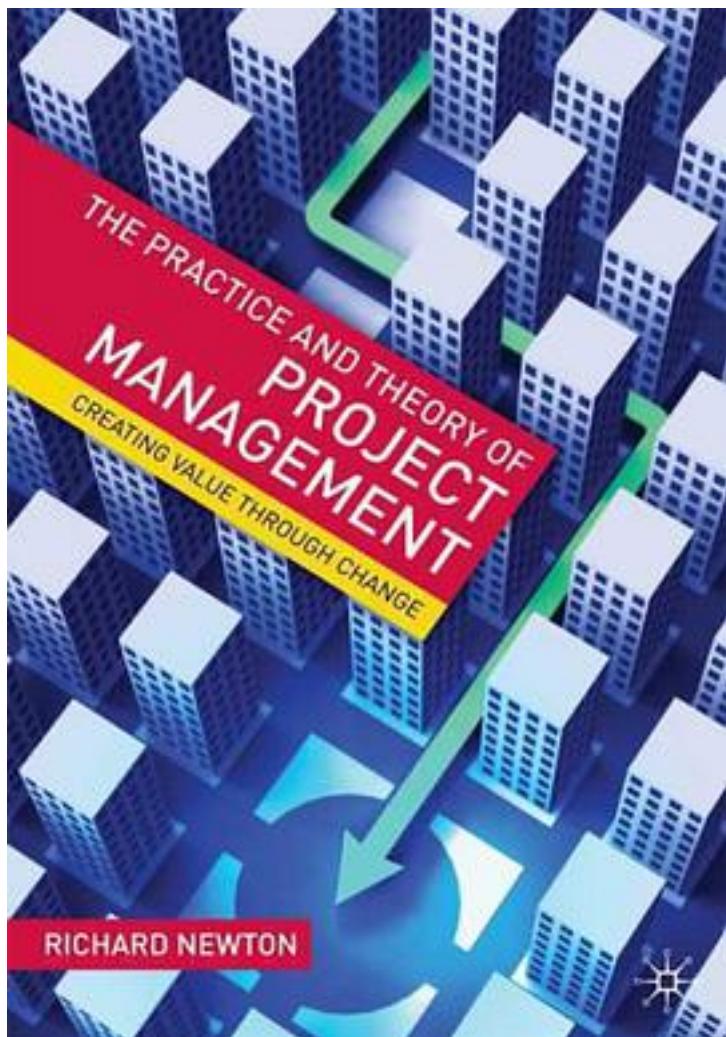


The Practice and Theory of Project Management



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Designed for MBA students, this book bridges the gap between project and change

management, encouraging the understanding that successful project management depends on organisational change. Richard Newton has wide ranging experience in helping senior managers deal with project management issues in a number of large organizations including Virgin Media, Kodak, Channel 5, BT, Inland Revenue, Asda and Ernst & Young. The senior management perspective, focusing on the skills that general managers need, will appeal to MBA students. By bridging the gap between project management and change management, it provides students with a very realistic account of the reality of project management in the workplace. Managing projects, a prominent feature of working life, inevitably involves change at some level. Even though successful project management depends on organisational change, textbooks often fail to recognise this symbiotic nature. This book offers students a practical understanding of the strategic and organisational role of projects.

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