



# Project Management for the Creation of Organisational Value

By Ofer Zwikael, John Smyrk



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Projects and programmes are approved and funded to generate benefits. This book proposes a complete, comprehensive and robust guiding framework that seeks to support such an objective - from project selection, through execution and beyond.

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## **Project Management for the Creation of Organisational Value** By Ofer Zwikael, John Smyrk **Bibliography**

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### Editorial Review

From the Back Cover

Projects and programmes are approved and funded to generate benefits. *Project Management for the Creation of Organisational Value* proposes a complete framework that seeks to support such an objective – from project selection and definition, through execution, and beyond implementation of deliverables until benefits are secured.

Because it is preoccupied with deliverables, accepted project management practice is flawed. *Project Management for the Creation of Organisational Value* proposes an alternative approach, which seeks a flow of target outcomes for the organisation investing in the project.

*Project Management for the Creation of Organisational Value* provides support for all those who play a role of leadership in projects at different levels. Senior executives, practitioners and academics will find in this book a comprehensive guide to the conduct of projects and programmes, which includes robust models, a set of consistent principles, an integrated glossary, enabling tools, illustrative examples and case studies.

About the Author

**Dr Ofer Zwikael, PMP** is an Associate Professor at the Australian National University's Research School of Business, Canberra, Australia. He is the recipient of the 2008 International Project Management Association's Outstanding Research Contributions Award.

**John Smyrk** is a Visiting Fellow at the Australian National University's Research School of Business, Canberra, Australia. For many years he has shared his time between academia and his consulting practice which provides project management services to business and government.

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