

Program Management for Improved Business Results

By Russ J. Martinelli, James M. Waddell, Tim J. Rahschulte

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Superior program management begins with superior information and strategy

Program Management for Improved Business Results, Second Edition is a practical guide to real-world program management, written to align with the rigorous PMI® PgMP® certification standards. The book explains the benchmarks and best practices that help shape a superior program manager, and provides case studies that illustrate the real-world application of management concepts. Written by a team composed of both industry professionals and academics, the book strikes a balance between theory and practice that facilitates understanding and better prepares candidates for the PgMP. Managers at all levels will learn the insights and techniques that are shaping modern management expectations.

The Project Management Institute and the Product Development and Management Association both agree that program management is a critical element in the successful integration of business strategy and project management. The certification process is difficult, and few complete it – but demand for competent professionals is high. *Program Management for Improved Business Results* addresses this disconnect, preparing readers to fill the gaps and help businesses achieve the level of program management integration required by professional organizations. Topics include:

- Aligning programs with business strategy
- Program planning, execution, and processes
- Management metrics and strategic and operational tools
- Roles, responsibilities, and core competencies

The book focuses on both the macro and the micro levels, explaining the successful integration of business strategy with project portfolios as well as the managing of a single program. Case studies present both issue-oriented and comprehensive perspectives, and guidance includes real, actionable steps. For professionals seeking improved program outcomes, *Program Management for Improved Business Results* is a roadmap to exceptional management skills.

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Editorial Review

From the Back Cover

ACHIEVE STRATEGIC HARMONY WITH AN UPDATED UNDERSTANDING OF PRACTICAL PROGRAM MANAGEMENT

To win the toughest competitive battles, business leaders must integrate business strategy with project outcomes in a way that drives real value. *Program Management for Improved Business Results* is the groundbreaking guide to achieving this synthesis. The most effective program management text on the market is now in its *Second Edition,* covering changes in the field with a complete update.

- New ideas like the program management continuum provide conceptual anchors for transforming program-oriented organizations
- A deeper integration of the relationship between systems thinking and program management explains how program managers can integrate multiple projects within a program
- Examples show how alignment is created between business goals, program objectives, and project performance indicators to establish cross-organizational synergy
- Seven new case studies demonstrate real-world program management best practices from a variety of industries
- Cross-references between industry standards and program management practices provide practical application of standardized concepts

Perfect as either a topical reference or a comprehensive read-through guide, *Program Management for Improved Business Results* focuses on the how-to of every aspect of program management.

About the Author

RUSS J. MARTINELLI has served as a senior program manager at Intel and Lockheed Martin. He is co-founder of the Program Management Academy. He has used his expertise to help organizations in a variety of industries including medical, software, energy, transportation, high-tech, and aerospace.

JAMES M. WADDELL is a former director of program management in the high-tech industry and co-founder of the Program Management Academy. He consults in the areas of program management and mergers and acquisitions.

TIM J. RAHSCHULTE is an associate professor in George Fox University’s College of Business and is executive director at the Program Management Academy. He has over 20 years of professional management experience, focused on leading organizational change and talent management.

Users Review

From reader reviews:

Joel Connolly:

Spent a free time and energy to be fun activity to complete! A lot of people spent their free time with their family, or all their friends. Usually they accomplishing activity like watching television, going to beach, or picnic inside park. They actually doing same task every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? May be reading a book can be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to try out look for book, may be the book untitled Program Management for Improved Business Results can be fine book to read. May be it might be best activity to you.

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