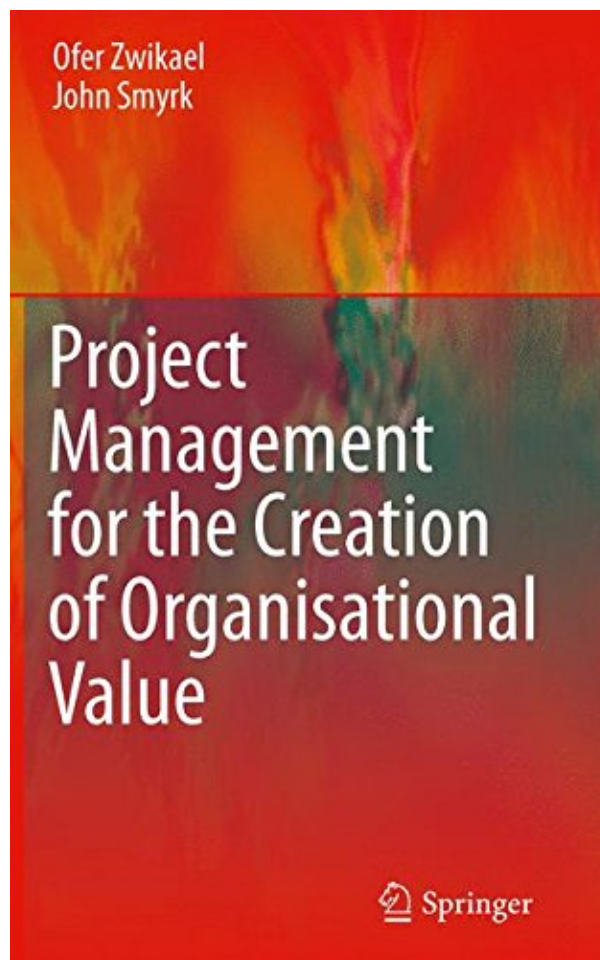


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CREATION OF ORGANISATIONAL VALUE
BY OFER ZWIKAEEL, JOHN SMYRK**



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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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A companion workbook to this text for instructors and students is available online at <http://extras.springer.com>. The workbook illustrates project management concepts using the approach presented in this book and contains a range of exercises.

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