



Project Management: Achieving Project Bottom-Line Success

William Pinkerton

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In *Project Management: Achieving the Bottom Line Succes\$\$* author William J. Pinkerton explains the strategic thinking, planning, development, and testing processes that must take place to ensure a project's success--and necessity--*before* it's even approved.

Successfully utilized in workshops throughout the USA, Canada, and Southeast Asia, this resource reveals how to:

- * Determine if projects are needed and how to make sure they succeed
- * Develop and execute projects that reflect corporate goals and objectives
- * Plan projects with an eye towards tangible bottom-line benefits and eliminate impulse thinking
- * Includes more than 125 tips for testing and recording project start-ups

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