

Download Project Sponsorship Achieving Management Commitment For Project Success

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Project sponsorship is the ownership of projects on behalf of the client organization. There are two main differences between project sponsorship and project management. Abstract. Effective project sponsorship is a key to project success. However, there is no “Project Sponsor Body of Knowledge” guide to assist project sponsors in understanding what it means to be an effective sponsor. 1. Introduction. Project management (PM) has developed into a subject discipline alongside other management functions such as operations, information technology, or finance (Kenny, 2003) and the research literature in this discipline is growing (Besner and Hobbs, 2006, Thomas and Mullaly, 2007). Agile and lean project management a Zen-like approach to find just the "right" degree of formality for your project, Project Sponsorship Achieving Management Commitment For Project Success Jossey Bass.

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