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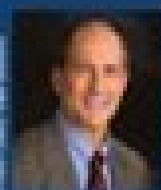
ERIC VERZUH

Project management is a strategic capability for organizations and a popular career track for countless individuals. The *Fast Forward MBA in Project Management* is the classic resource and handy guide to essential project management methods, tools, and techniques. Now in its fifth edition, the text returns to focus on excellence in project management and outlines the key factors that influence project success. Designed to be practical and easy-to-use, this comprehensive resource is filled with the most recent ideas and time-tested strategies in the field. Author Eric Verzuh—a noted project management expert—delivers the information in short, fully segmented chapters that address the underlying principles, strategies, and management issues related to project management.

The revised fifth edition features new content on the vital role that innovation plays in most organizations, as well as fast-track studies that identify demonstrably successful project management in action, and updated ideas for engaging stakeholders. The text offers insight on the discipline of change management and gives suggestions for using Agile techniques for project scheduling. Advice for using Microsoft Project—the most commonly used software application specifically designed for planning and managing projects—is also included. In addition, the author provides references for preparing for the Project Management Institute's Project Management Professional exam.

Step by step, the author reveals how a project begins and the critical actions that bring the necessary stakeholders to agreement on the definition and direction of the project. The book then details the essential planning techniques and the tools that have been used by seasoned project managers to organize information in order to make better decisions. Verzuh reviews the strategies for conducting a project that blends the art and science of project management—building a strong, committed team while at the same time making progress with the plan. The *Fast Forward MBA in Project Management* also contains a proven framework that individuals and organizations can adapt to extend and improve the practice of project management.

Project management is a critical discipline for navigating through today's complex and turbulent work environment. The *Fast Forward MBA in Project Management* is the best resource that includes concise descriptions of key concepts, tips for applying proven strategies in the real world, illustrative case studies, extensive pitfalls to avoid, and a review of the most important project management skills.



Eric Verzuh is President of The Verzuh Company, a project management training and consulting firm based in Seattle, Washington. His company trains thousands of professionals every year in the fundamental skills of successful project management. Verzuh is a certified Project Management Professional (PMP) by the Project Management Institute and the author of *The Portable MBA in Project Management*, published by Wiley. Contact Eric at www@verzuhcompany.com or e-mail him at EVerzuh@VerzuhCompany.com.

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