



The Project Manager's MBA: How to Translate Project Decisions into Business Success

By Dennis J. Cohen, Robert J. Graham

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Project managers are no longer judged by the technical success of their projects alone. They're also held accountable for their contributions to the company's financial goals. Yet most project managers don't have the business knowledge necessary to make project-based decisions that lead to bottom-line success. In this book, Dennis Cohen and Robert Graham, both former university professors and experienced project management consultants, provide the skills that, until now, could only be gained through a graduate degree and years of hands-on experience.

Cohen and Graham walk project managers through basic business concepts such as value creation, accounting and finance, strategy, and marketing. They connect these concepts to the decisions project managers face every day. And they make it easy to apply the resulting solutions on the job through a unique business systems calculator. Readers can use the online calculator in conjunction with the book to understand how different project variables affect business outcomes, to determine the overall impact of proposed project changes, and to evaluate the economic results of many decisions they make.

Cohen and Graham's principles apply equally to projects in business, non-profit, and government organizations. And each one is illustrated through case studies drawn from a range of industries, including pharmaceuticals, the technology sector, even the winemaking business. Whether the mandate is to get new products to market, improve the infrastructure, or better serve customers and clients, this book teaches project managers how to make day-to-day decisions from an upper-management perspective. And it provides a blueprint for planning and pitching potential projects that demonstrates a higher level of business savvy.

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Editorial Review

Review

"This book touches on issues that are critical to a project's success but are frequently ignored by project managers. I consider this a must-read for anyone who wants to manage projects effectively." --Judd Kuehn, senior project management consultant, Chevron USA Inc.

"Dennis Cohen and Bob Graham, two pioneers in the development of project management education materials, produce a book that further enhances their status as icons in the field. This book provides the knowledge and skill project managers need to integrate their projects into the total business enterprise." -- Paul C. Dinsmore, author, *Winning in Business with Enterprise Project Management*

"Cohen and Graham have presented a provocative view of the project manager's role that will stretch, expand, and challenge skill-sets and perspectives. It will prompt project managers and their teams to not only manage their projects well, but to look beyond to the larger organizational and financial contexts in which their projects reside and contribute. This is a critical mindset and paradigm shift for tomorrow's successful project managers!" --Robert Storeygard, project leadership specialist, 3M Learning Center-Business Acumen-Project Management and Teamwork Group

"This book is both timely and informative, a must-read, as the project manager evolves from a project-centric focus to a business focus. Bob and Dennis use an easy-to-read style with lots of examples to transform abstract financial concepts into something less intimidating." --Gregory M. Willits, project management process champion, Motorola

From the Inside Flap

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From the Back Cover

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Users Review

From reader reviews:

Roberto Reyes:

Book is to be different for each grade. Book for children right up until adult are different content. As it is known to us that book is very important for all of us. The book *The Project Manager's MBA: How to Translate Project Decisions into Business Success* ended up being making you to know about other knowledge and of course you can take more information. It is rather advantages for you. The reserve *The Project Manager's MBA: How to Translate Project Decisions into Business Success* is not only giving you far more new information but also to be your friend when you really feel bored. You can spend your current spend time to read your guide. Try to make relationship with all the book *The Project Manager's MBA: How to Translate Project Decisions into Business Success*. You never sense lose out for everything if you read some books.

Phyllis Greenfield:

Do you one of people who can't read satisfying if the sentence chained from the straightway, hold on guys this aren't like that. This *The Project Manager's MBA: How to Translate Project Decisions into Business Success* book is readable by you who hate those perfect word style. You will find the info here are arrange for enjoyable reading experience without leaving also decrease the knowledge that want to supply to you. The writer involving *The Project Manager's MBA: How to Translate Project Decisions into Business Success* content conveys the thought easily to understand by lots of people. The printed and e-book are not different in the content material but it just different such as it. So , do you still thinking *The Project Manager's MBA: How to Translate Project Decisions into Business Success* is not loveable to be your top checklist reading book?

Phillis Ries:

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Pauline Browne:

A lot of people always spent all their free time to vacation or even go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent they will free time just watching TV, or playing video games all day long. If you would like try to find a new activity this is look different you can read some sort of book. It is really fun for yourself. If you enjoy the book that you just read you can spent 24 hours a day to reading a book. The book The Project Manager's MBA: How to Translate Project Decisions into Business Success it is extremely good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. In case you did not have enough space to create this book you can buy typically the e-book. You can m0ore effortlessly to read this book through your smart phone. The price is not very costly but this book features high quality.

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