



Reinventing Project Management: The Diamond Approach To Successful Growth And Innovation

Aaron J. Shenhar, Dov Dvir

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Projects are the engines that drive innovation from idea to commercialization. In fact, the number of projects in most organizations today is expanding while operations is shrinking. Yet, since many companies still focus on operational excellence and efficiency, most projects fail—largely because conventional project management concepts cannot adapt to a dynamic business environment. Moreover, top managers neglect their company's project activity, and line managers treat all their projects alike—as part of operations. Based on an unprecedented study of more than 600 projects in a variety of businesses and organizations around the globe, *Reinventing Project Management* provides a new and highly adaptive model for planning and managing projects to achieve superior business results.

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