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Customer-Centric Project Management

By Elizabeth Harrin, Phil Peplow

Taylor Francis Ltd, United Kingdom, 2012. Paperback. Book Condition: New. New ed.. 234 x 154 mm. Language: English . Brand New Book. There has been a sea-change in the focus of organizations - whether private or public - away from a traditional product- or service-centricity towards customer-centricity and projects are just as much a part of that change. Projects must deliver value; projects must involve stakeholders, and Elizabeth Harrin and Phil Peplow demonstrate convincingly that stakeholders are the ones who get to decide what value actually means. Customer-Centric Project Management is a short guide explaining what customer-centricity means in terms of how you work and its importance for project performance; using tools and processes to guide customer-centric thinking will help you see the results of engagement and demonstrate how things can improve, even on difficult projects. The text provides a straightforward implementation guide to moving your own business to a customer-centric way of working, using a model called Exceed and provides some guidance for ensuring that customer-centricity is sustainable and supported in the organization. This is a practical, rigorous and well-researched text. It draws on established models and uses the example of project implementation in a healthcare environment to demonstrate...



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Reviews

Very useful to any or all group of men and women. It is written in basic words instead of difficult to understand. I realized this ebook from my i and dad recommended this publication to understand.

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The publication is great and fantastic. Sure, it is enjoy, nevertheless an interesting and amazing literature. You will not truly feel monotony at at any moment of your own time (that's what catalogues are for concerning when you request me).

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