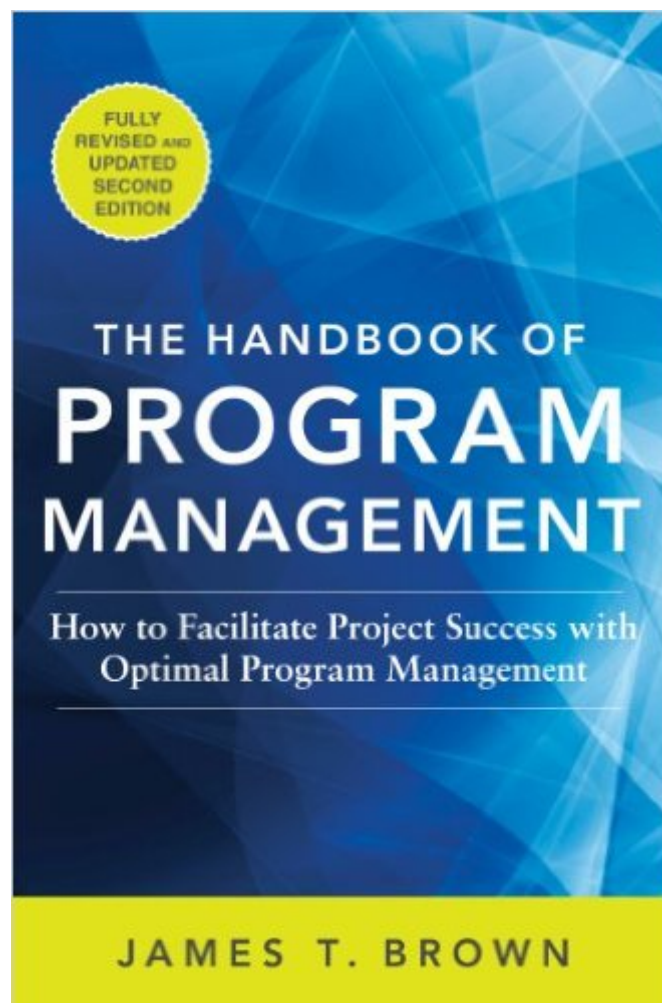


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# The Handbook Of Program Management: How To Facilitate Project Success With Optimal Program Management, Second Edition



## Synopsis

### THE DEFINITIVE GUIDE TO PROGRAM MANAGEMENT--FULLY UPDATED AND REVISED

Program managers must strike a balance between operations and project implementations in order to develop and maintain a culture in which the components of success are repeatable. The Handbook of Program Management is designed to help you do exactly that. This go-to guide supplies you with the insight and tools you need to establish processes that ensure the success of your project managers--and increase the profitability of your products and services. Fully updated and heavily revised, this new edition helps you incorporate new technologies and people into your processes while delivering improved products and services that continually outpace your competition. The Handbook of Program Management provides critical information from a trusted expert. In addition to the classic chapters on Attributes of the Effective Program Manager, Stakeholder Management, and Portfolio Management Essentials, this updated edition is packed with brandnew material covering: Change management Interfaces How bad projects are stopped or postponed How consultants and subcontractors should be used Program performance analysis The role of governance Avoiding the complicated theories and phantom quick-fixes you'll find in other books, The Handbook of Program Management offers straightforward, actionable methods for establishing a highly effective project management culture: one with integrity, energy, and full stakeholder support. Nowhere else will you find such comprehensive, authoritative information on creating successful program management outcomes. The author takes you on the entire journey, from strategically creating a program culture, to building effective relationships, and to analyzing ways of accomplishing your program objectives. The Handbook of Program Management is essential reading for program managers of all levels, whether you're a novice seeking certification in the field or an executive looking to build a flexible organization that can support dynamic on-going product development. Praise for the previous edition of The Handbook of Program Management: "Brown's book captures the essential skills of program and project management. It serves as a 'how to' guide for those entering the business, as well as a refresher on the skills and attributes for those ready to take the next step. The book effectively defines the leader's role in creating the team culture and environment for success." -- Eugene F. Kranz, Apollo 13 Flight Director, author of Failure Is Not an Option, and retired Director NASA Space Operations "Program management is one of the toughest jobs a person can hold and James Brown knows Program Management. Here's a chance to learn from the scar tissue of others rather than your own." -- Norman R. Augustine, retired Chairman and CEO, Lockheed Martin Corporation "Finally, a pragmatic book that shares the secrets behind successful program management. If I was giving one book to program

managers, this would be it! Any business leader in today's environment of accelerating change will benefit from this book." -- Jack Cooper, former CIO, Bristol-Myers Squibb

## Book Information

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## Customer Reviews

If you are a program manager, or thinking of becoming one, you will want this book. Dr. Brown shares his wisdom on the program management without overburdening you with methodology. In reading the book, I often felt like I was having a discussion about program management with a knowledgeable and experienced colleague. Dr. Brown clearly knows what he is talking about. His time at NASA seems to have been a large influence on his perspective of programs. There is probably no better place to learn and experience a program management culture. Dr. Brown seeds the book with "scenarios" from his extensive experience to tie a real life event to the topic under discussion. A couple of things I really liked about the book: \* Dr. Brown is very well-read, and not just on program management topics. He cites authors such as Dale Carnegie and Robert Cialdini. He understands the broad set of skills that are needed by a program manager, and he also consistently returns to the importance of people. He has a lot of charts and "tips", but the management of the people is always in the forefront. \* The book is very well laid out - 10 chapters covering the fundamentals. Each chapter contains advice, tips, and useful tools. Dr. Brown does not stress the tools, rather he uses them as examples or methods of achieving the goals. In the risk chapter he has an example of a 5x5 risk matrix, but goes on to say that a 3x3 or 4x4 will work just as well. He stresses that important point is to perform the risk analysis and management, not get caught up in

the details of the tools. \* There are several quotes that really hit home. Early in the book he talks about program management being the place where "operations and project management collide.

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