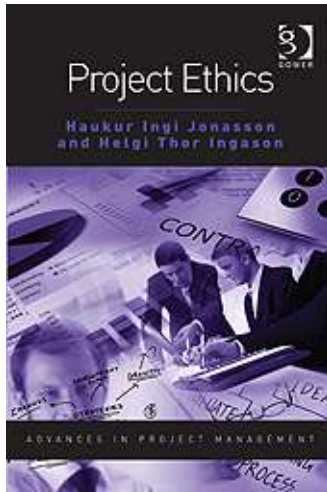

PM WORLD BOOK REVIEW



Book Title: ***Project Ethics***

Author: **Haukur Ingi Jonasson and Helgi Thor Ingason**

Publisher: GOWER

List Price: US\$

Format: soft or hard cover; 142 pages

Publication Date: 2013

ISBN: 978-1-4094-1096-6

Reviewer: Vijaykumar Kancharla

Review Date: March 2013

Introduction to the Book

The authors begin with a purpose statement that project ethics is a neglected area and they are shining a light on it. They describe ethics as a powerful tool for propagating professionalism. In introduction, where critical path is discussed, authors spell out what each chapter is aimed at.

Overview of Book's Structure

The structure is appropriate. The book started with Contents, introduction, chapters, conclusion, Index. It is a concise guide; it is readable with no syntax, semantic errors. The book provides a good number of references in project management. The print is good, the cover sheet, title on the book interested me while choosing a book for the Book Club.

Highlights: What's New in this Book

Diamond approach, Virtue, Duty, Utility, Rights, Project Ethics Tool (PET) are new to the reader. Surveys every few pages help the reader to keep moving. Short stories and vignettes from real world project management examples illustrated the ethical concepts. Categorizing the ethics as outcome-oriented and process oriented ethics is seen for the first time and He could articulate and present his point well across.

Highlights: What I liked!

The authors articulate ethics from a new angle. They discuss Ethics from 4 different perspectives: i.e. virtue, duty, rights, utility, etc. Surveys in each chapter evoked interest in reading the book. Virtue, duty, utility, rights ethics are discussed each in a separate chapter. The Authors began each chapter with a famous quote by a famous person.

Project Excellence model, Case studies, Project Ethics tool, Risk management discussions also particularly evoked interest.

Shortfalls: What was Missing!

The authors articulated the importance of Ethics in projects from a rational point of view. PMI articulates its Ethics purpose statement in order for the managers to follow the PMI standards, nine knowledge areas while managing a project. By adhering to PMI procedures, standards, knowledge areas, processes repetitively, project managers inherently enforce themselves to Project Ethics.

PMI sees Code of Ethics and professional conduct more from adhering to procedures and maintaining confidentiality and correctness. It is not to be seen as a separate standard which can be learnt and practised outside of day-to-day activities. The authors discussed Project Ethics as a new field rather than seeing it as a Code of Ethics. The more project managers love the project management profession, the more ethical the managers become.

Who might benefit from the Book

This can be a good book for people who disregard PMI's purpose statement on ethics. The authors discuss ethics from moral deliberation and self-actualization processes. Project managers who think that PMBOK did not give much material on ethics will breathe after reading this book. The project managers new in the profession, who were caught in the middle of programming and project management professions, will try to adhere to project management principles.

Conclusion

Time well spent, the point is articulated to help project leaders at all levels. The authors provided a good number of illustrations to the reader for understanding the relevant concepts. The book will instill more confidence in the PM profession and will help individuals become better practitioners. The emphasis that PMI places upon ethics is unmistakable in its purpose statement. Hauker and Dr.Helgi's efforts are directed in that direction.

The book is a concise guide that is carefully crafted to provide a highly practical resource for readers with all levels of experience, and will prove valuable for the new manager.

Project Ethics, by Haukur Ingi Jonasson and Helgi Thor Ingason; published by Gower; 2012, ISBN 987-1-4094-1096-6; \$49.46 USD; 142 pages, soft cover. More at <http://www.ashgate.com/default.aspx?page=637&calcTitle=1&isbn=9781409410966&lang=cy-GB>

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About the Reviewer



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Vijay Kancharla, owner/CEO of ReddySoftware,Inc, has 16 years in IT field. Known to project management world for 6 years, he has held Database Architect and program manager roles at several fortune 500 companies. He is currently at PWC in the capacity of Program Manager, role handling risk, security, governance and auditing activities for the global database services group of PepsiCo. He is based in North Texas and can be contacted at ykreddy@reddysoftware.net