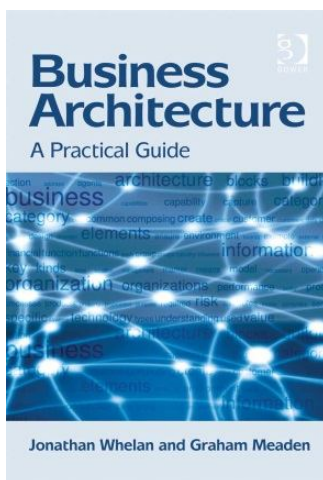


## PM PUBLISHING NEWS

### **Business Architecture - New Book by Jonathan Whelan and Graham Meaden released by Gower**

Gower Publishing in UK has announced the release of ***Business Architecture, A Practical Guide***, a major new book by **Jonathan Whelan** and **Graham Meaden**.

Business architecture is now recognized as a challenging and growing field, one that more industries and business enterprises are adapting. It is particularly relevant for programme and project based organizations, and those implementing enterprise-wide information systems.



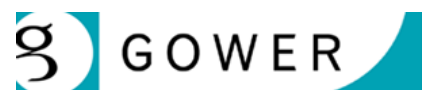
According to the Gower news release: This book provides a practical guide on how to employ Business Architecture and how to build a balanced proposition that delivers value to a broad range of stakeholders. Whilst recognizing best practice, it also explores a new, inspirational level of Business Architecture, and shows that the best way to realize the vision is one step at a time. The authors illustrate the opportunities for weaving Business Architecture Practice into the fabric of the organization through the various stakeholders and life cycles that exist, both formally and informally, within it.

Information and free sample chapters are available at <http://www.gowerpublishing.com/isbn/9781409438595>.

**Jonathan Whelan** is a Business Architect who has over 25 years' experience in a variety of roles within leading organizations. A broad spectrum of businesses has benefited from his observations and a number of his insights have led to significant programmes of work. Jonathan is also the author of several published books and has contributed to professional, trade and press publications. As well as having considerable practical experience, Jonathan is a Chartered Engineer and a Fellow of the British Computer Society.

**Graham Meaden** has been a practising Enterprise Architect, as a consultant and member of staff, in the Banking, Insurance, Government, Transportation and Energy industry sectors. In recent years he has focused on Business Architecture and setting up architecture practices. Most recently, as part of heading up the global Strategic Architecture and Business Architecture teams for HSBC Group, he defined the standards for the bank's global BPM centre of excellence.

Founded in 1967 and based in the UK, Gower is an independent publisher, widely recognized as a specialist in project management books and resources. Gower's publishing programme includes a range of over 1000 titles from classic business and project management books through to the most challenging and cutting edge topics.



Gower's expert authors are continually developing new titles and are drawn from respected academic institutions and industries worldwide. Gower's project management home page can be found at [www.gowerpublishing.com/projectmanagement](http://www.gowerpublishing.com/projectmanagement)

Gower's "**Fundamentals of Project Management**" Series provides practicing professionals and project students the fundamentals in definitive, shorthand guides to each of the main competencies associated with project management - [www.gowerpublishing.com/pmfundamentals](http://www.gowerpublishing.com/pmfundamentals). Gower's "**Advances in Project Management**" Series includes books by leading thinkers in the project and programme management field. Click here to learn more: [www.gowerpublishing.com/pmadvances](http://www.gowerpublishing.com/pmadvances)

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***Business Architecture, A Practical Guide***, by **Jonathan Whelan** and **Graham Meaden**, published by GOWER in the UK; ©2012, 304 pages, hard cover, ISBN 978-1-4094-3859-5; List price = US\$79.95; info at <http://www.gowerpublishing.com/isbn/9781409438595>