PM PUBLISHING NEWS

Creative, Efficient, and Effective Project Management

New book by Ralph L. Kliem identifies challenges to creativity in a project and how to overcome them

24 October 2013 – CRC Press has announced the publication of a new book titled Creative, Efficient, and Effective Project Management, by Ralph L. Kliem. This new book, supplies an in-depth discussion of creativity and its relationship to project management. Specifically, it explains how the tools and techniques of creativity can be used to enhance the five processes executed during a project: defining, planning, executing, monitoring and controlling, and closing.

According to the CRC release: This book establishes the groundwork for encouraging and sustaining creativity in your projects, the book details the benefits of integrating creativity in projects. It discusses common, and not so common, tools and techniques for developing project management deliverables and identifies the challenges that can arise when using creativity in a project. It also details ten little-known facts that can help you overcome the obstacles that often prevent organizations from tapping into the power of creativity in their projects.

Each chapter includes a checklist and a case study on the application of the concepts presented. The book also indicates, where applicable, how the topics of discussion relate to the Project Management Institute’s (PMI®) Project Management Body of Knowledge (PMBOK®).

Creativity resides in everyone, but for the most part remains untapped. In this book, you will find thoughts, tools, and techniques that will enable you to tap into your team’s creative energy and direct it towards achieving your project goals and objectives.

Ralph L. Kliem, PMP, has more than twenty-five years of experience with Fortune 500 firms in the financial and aerospace industries. His vast and varied experience in project and program management includes managing compliance, business continuity, and information technology projects and programs.

Mr. Kliem is an adjunct faculty member of City University in Seattle and a former member of the Seattle Pacific University faculty, an instructor with Bellevue College and Cascadia Community College, and a frequent presenter to the Puget Sound chapter of the Project Management Institute and other professional organizations. He also teaches Project Management Professional (PMP®) certification and other project management seminars and workshops in the United States and abroad.
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Creative, Efficient, and Effective Project Management; by Ralph L. Kliem; published by Auerbach Publications, © October 2013, 320 pages, hard cover, ISBN 9781466576926; List price = $69.95; For more information, go to http://www.crcpress.com/product/isbn/9781466576926

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