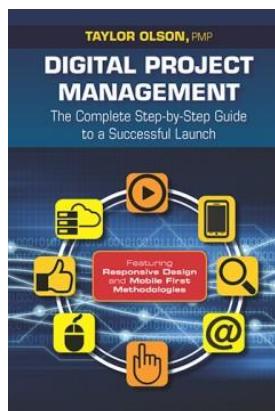


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## BOOK REVIEW



Book Title: ***Digital Project Management: The Complete Step-by-Step Guide to a Successful Launch***

Author: **Taylor Olson, PMP**

Publisher: J. Ross Publishing

List Price: \$49.95. Format: Hard Cover, 254 pages

Publication Date: 2016 ISBN: 13-978-1-60427-125-6

Reviewer: **Edward Raibick, PMP**

Review Date: October 2015

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### Introduction

The book titled *Digital Project Management – The Complete Step-by-Step Guide to a Successful Launch* is an excellent guide for project managers responsible for managing internal intranet or external internet web site. It takes the reader through a 30-step process for estimating project costs, gathering requirements, planning, executing and delivering a successful web site.

This book also offers the reader a wealth of information and lessons learned by the author. It also offers documents and templates that can be downloaded from the publisher's web site for use on the reader's projects.

### Overview of Book's Structure

The book is organized in three Sections:

#### **Section I: Initializing**

- Needs Assessment
- Documentation

#### **Section II: Planning**

- Communication
- Information Architecture
- Analysis
- Development
- (Test) Preparation

### Section III: Construct to Close

- (Web) Content
- Testing
- Cutover
- Summary

### Highlights

This book walks the reader through the development and release of a web site for a fictitious company called Jetzen whose business is the sale of spaceships. It is an easy-to-read book loaded with tips and advice gained by years of project management experience of the author.

### Highlights: What I liked!

This book was an easy-to-read book that was fun to read! It covers both mobile and website development. Project management practices are covered such as the importance of project plan distribution, scope freeze, global teams and status reporting methods, to name a few.

Technical web and mobile development practices are also detailed in the book. Some of these practices include site maps, bread crumbs, style guides, CSS and Search Engine Optimization (SEO).

### Who Might Benefit from the Book

I would recommend this book to individuals who wish to cross over to technical project management or to those individuals wishing to strengthen their technical project management experience. The book covers both project management as well as software design principles utilized in modern-day client- server application and site development.

The book walks the reader through many of the technical issues experienced in every-day mobile and web design. The issues are explained in laymen terms without becoming too technical for a non-technical reader.

### Conclusion

Overall this is an excellent book and I would recommend it to anyone wanting to learn more about project management in a mobile and web application environment. The content provided will prove to be a valuable resource well beyond the initial read and the downloadable resources will greatly aid the reader.

For more about this book, go to: <http://www.jrosspub.com/digital-project-management.html>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@pmworldjournal.net](mailto:editor@pmworldjournal.net).*

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## About the Reviewer



**Edward Raibick, PMP**

Texas, USA



**Edward Raibick** has extensive engineering, managerial and IT Project Management experience. Edward holds an Associate in Specialized Technology degree in Electronics, a Bachelor's degree in Information Technology and Master's degree in Information Technology with a concentration in Internet and IT security. His career includes over 10 years with the IBM Corporation and over 15 years with Texas Instruments. Edward is a member of the Project Management Institute, Dallas Chapter, having acquired his PMP certification in 2011.

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