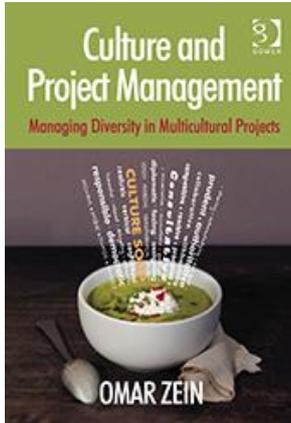


## PM WORLD BOOK REVIEW



Book Title: ***Culture and Project Management: Managing Diversity in Multicultural Projects***

Author: **Omar Zein**

Publisher: **Gower Publishing Limited**

List Price: \$119.95      Format: Hardcover, 282 pages

Publication Date: 2015-04-28      ISBN: 9781472413826

Reviewer: **Luis Gallardo Estrella**

Review Date: December 2015

### Introduction

Project management today is global. Technology has made it very easy for people to communicate. It doesn't matter if you are in the same building, the same country, same continent, or on the other side of the world. It is very rare nowadays to manage a project where resources are all from the same culture or background. Projects today, are cross-cultural.

Project managers have to learn to manage in a multicultural environment. Companies can't ignore or avoid culture. It costs too much these days.

This book will define what culture is, its elements and how culture interferes with project management practices. A must read for any project manager professional.

### Overview of Book's Structure

The book consists of four parts and three appendixes:

- Part I - Understanding Culture
- Part II - Cultural Orientations and Project Management
- Part III - Culture and the Project Environment
- Part IV - Culture and the Project Team
- Appendix 1: The Relationship between Individualism and Collectivism
- Appendix 2: Sex, Age, Sexism, and Masculinity
- Appendix 3: On Time Orientation

### Highlights: What I liked!

In part one of the book, Omar defines culture. He explains what characteristics a certain culture have; its values, beliefs, artefacts and practices. He uses tables and figures perfectly to get his points across.

Part two of the book is the best. In this section, Omar uses well known and accepted culture theories and management case studies to provide us with clear, concrete impacts that culture has in work-life areas and project management. He describes how the different cultural dimensions impact a project manager's job in different real life situations.

## **Conclusion**

Cultural diversity exists in every project today. Project managers need to understand this diversity and adapt accordingly to drive projects successfully. Failure to understand cultural diversity will lead to misunderstanding, miscommunications, and real risk of project deviation and implementation problems.

This book uses Omar's research and personal experience along with accepted culture theories to provide great examples of how to use such theories with simple, clear examples. This book will provide any project manager with a broader understanding of culture and its impact on project management.

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For more about this book, go to: <http://www.gowerpublishing.com/isbn/9781472413826>

*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@peworldjournal.net](mailto:editor@peworldjournal.net).*

## About the Reviewer



### **Luis Gallardo Estrella, PMP®, CSM®**

Texas and Mexico



**Luis Gallardo Estrella, PMP®, CSM®** has 13 years of experience in IT including the last 7 years as a project manager in the banking and retail industries. His current experience is as a technical project manager for Bank of America under the Global Wealth and Investment Management (GWIM) Line of Business (LOB). Luis considers himself to be an effective leader who is very goal-oriented, a planning specialist, comfortable leading with all levels of technical resources and always trying to innovate business processes, having a proven success record in delivering IT projects. He has also helped his current team with process improvements to focus on project delivery that include improving forms to streamline work and helping build and manage the team's SharePoint site.

He recently obtained his PMP® and ScrumMaster® (CSM) from Scrum Alliance.

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