

Rethinking project management: Did we miss marketing management

Access to new resource related to Marketing and Project Management added to PMWL



Resource provided by [Abhinav S Kumar](#)

10 May 2018 – Mumbai, India – Access to a new resource has been added to the PM World Library (PMWL) related to Marketing and Project management. The new resource is titled “Rethinking project management – Did we miss marketing management?” published on Procedia - Social and Behavioral Sciences by Vladimir Obradović, Slavica Cicvarić Kostić, Zorica Mitrović

The authors’ purpose for writing this paper is to understand and study the synergetic interaction between project management and marketing management. Since project management is a guaranteed approach to improve the performance of a project, authors check if there are any marketing practices that support any functional areas of project management. The study design was developed with a single goal: to identify certain practices classified as a type of marketing practice or activity in project management. And with this design they have tried to explain some of the marketing activities using project management.

To access these resources, go to the Applications and Hot topics section of the PMWL at <https://pmworldlibrary.net/applications-and-topics/>, click on “Marketing and Project Management”, scroll down to papers. Must be registered as Free Trial, Professional or Scholar member and logged in to access

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Obradovićm V., Kostić, S.C., Mitrović, Z. (2015), [Rethinking project management – Did we miss marketing management](#); Procedia - Social and Behavioral Sciences, Vol. 226, 14 July 2016, Pages 390-397. Access this paper at <https://www.sciencedirect.com/science/article/pii/S1877042816308898> (Kumar)

Where to post in the library <http://pmworldlibrary.net/marketing-and-project-management/>