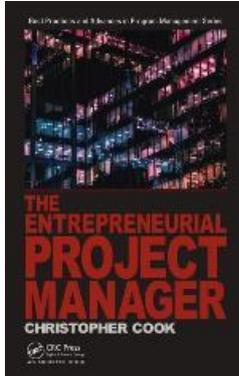


## PM WORLD BOOK REVIEW



Book Title: ***The Entrepreneurial Project Manager***

Author: **Christopher Cook**

Publisher: CRC Press, Taylor & Francis Group, Auerbach

List Price: \$69.95                      Format: Hardcover, 196 pages

Publication Date: August 2017    ISBN: 978-1-4987-8235-7

Reviewer: **Patt Chowdhury**, MBA, MM, CAPM®

Review Date: September 2018

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### Introduction

Based on the title, I expected a book with a formula or blueprint for a new approach to managing both a project and a project team. After reading it, I found this wasn't exactly the case. The author has a unique perspective.

The author views the entrepreneurial mindset as the best approach for any project manager. This means that project managers will be as dependent upon on common sense, their life lessons, and observations of a variety of philosophers, elementary school teachers, pets, business leaders, sports figures and well-known athletic coaches as they are on the PMBOK. This sort of thinking will uncover opportunities for problem seeking, problem solving and professional growth for project managers engaged in traditional, agile and hybrid projects.

### Overview of Book's Structure

This book is arranged into 12 chapters of three to 16 sections that illustrate the theme of the chapter title but may not relate in any particular way to the other chapters. The assortment of topics provides insight to a wide variety of approaches, situations, and challenges. The common thread among the chapters is that most discuss Stoicism, Taoism and Sales.

- Chapter 1: Introduction
- Chapter 2: Traditional Mindset
- Chapter 3: Entrepreneurial Mindset
- Chapter 4: Organizational Strategy
- Chapter 5: Exploit Challenges
- Chapter 6: Entrepreneurial Agile Management
- Chapter 7: Pessimistic Optimist
- Chapter 8: 80/20 Technique
- Chapter 9: Internalize Failure and Success

Chapter 10: Speaking and Influencing  
Chapter 11: It Is What It Is Not  
Chapter 12: Giving Back

## Highlights

Philosophy is this author's guidepost; he opines that "...philosophy provides the mental tools to handle most situations." (p.5) He is also of the belief that while philosophy teaches us how to handle most people, sales skills teach us "...how to get what we want from those individuals." (p.7)

Along with the maxims of Stoicism and Taoism, there are a number of everyday references, from a wide range of sources, that he believes project managers can add to their arsenals of tools and techniques to bring their projects in on time and on budget. He discusses the 80/20 rule and removing emotions from decision making; identifies and explains a variety of biases with which we deal; the importance of keeping things simple; methods of critical thinking with de Bono's Six Thinking Hats; and the importance of being human and the importance of recognition. Most project managers can draw from these lessons.

## Highlights: What I liked!

The author uses storytelling to explain his perspectives and uses examples that most people will find easy to understand – from sports, early school years **and personal experience**.

## Who might benefit from the Book?

***The Entrepreneurial Project Manager*** has a little something for everyone, whether the project manager is early, mid-career or a veteran.

## Conclusion

This is an unusual book from an author who started in the building trades, went to college, and chose project management as a career. He has applied his life experience and early work experience, along with his interest in philosophy and sports, to develop an outlook on project management practice.

Everyone will not agree with all of the author's methods but most people will see value in many of the points made and will find that they are more flexible and open-minded as a result.

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For more about this book, go to: <https://www.crcpress.com/The-Entrepreneurial-Project-Manager/Cook/p/book/9781498782357>

*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. 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).*

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## About the Reviewer



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**Patt Chowdhury**, Managing Principal and Consultant at Patt Chowdhury Advisors LLC, is a marketing executive and cross-functional senior manager with extensive experience in program and project management, marketing operations, product management, process development and information technology at iconic Fortune 500 brands in the information technology and travel and transportation industries. She is an adjunct faculty member at the University of Dallas Gupta College of Business where she teaches marketing and management courses in the MBA and MS programs. Patt is a Certified Associate in Project Management (CAPM®) and a Six Sigma Black Belt. She is a member of the PMI Dallas Chapter where she serves as Director, Lunch and Learn Program Series.

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