

A Convergence Between Project Marketing & Project Management

Access to new resource related to marketing and project management added to PMWL



Resource provided by [Milan Choudhury](#)

3 July 2020 – Nagpur, 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 “**Six Key Points to Merge Project Marketing into Project Management**”, a paper by Bernard Cova & Robert Salle published in the International Journal of Project Management in 2005.

The paper seeks to achieve convergence between the two key disciplines of project marketing and project management. By drawing parallels between the two domains on six key fronts, the authors seek to build a bridge across the gap using a meta-theoretical approach. The authors touch upon the characteristics of a project, the project cycle and stakeholders, among other discussions.

To access this new resource, go to the Applications and Hot Topics section of the library at <https://pmworldlibrary.net/applications-and-topics/> click on “Marketing and Project Management”, scroll down to resource. Must be a registered trial, student or full 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

Cova, B. and Salle, R.). **Six Key Points to Merge Project Marketing into Project Management**, International Journal of Project Management 23 (2005) 354-359. Available online at [https://www.researchgate.net/publication/222550785_Six_points_to_merge_project_marketing_into_project_management_\(Choudhury\)](https://www.researchgate.net/publication/222550785_Six_points_to_merge_project_marketing_into_project_management_(Choudhury))

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