

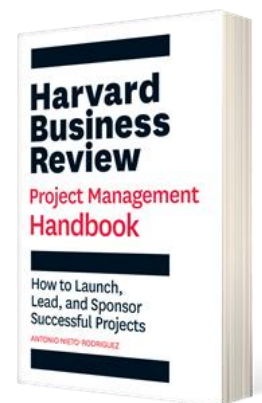
Publishing News

## **New HBR Project Management Handbook published**

### **Publication of major new book by Antonio Nieto-Rodriguez announced**

10 October 2021 – Cambridge, MA, USA and London, UK – HBR Press has just announced the publication of a major new PM book titled “**Harvard Business Review Project Management Handbook: How to Launch, Lead and Sponsor Successful Projects.**” With an official publication date of 19 October, the book is authored by Antonio Nieto-Rodriguez, well-known project management thought leader and former chair of the PMI Board of Directors.

According to the HBR announcement: The one primer you need to launch, lead, and sponsor successful projects. We're now living in the project economy. The number of projects initiated in all sectors has skyrocketed, and project management skills have become essential for every leader and manager. Still, project failure rates remain extremely high. Why? Leaders oversee too many projects and have too little visibility into them. Project managers struggle to translate their hands-on, technical knowledge up to senior management. The result? Worthy projects are starved of time and resources and fail to deliver benefits, while too much investment goes into the wrong projects.



To compete in the project economy, you need to close this gap. "The HBR Project Management Handbook" shows you how. In this comprehensive guide, project management expert Antonio Nieto-Rodriguez presents a new and simple framework that will increase any project's likelihood of success. Packed with case studies from many industries worldwide, it will teach you how to manage your organization's projects, strategic programs, and agile initiatives more effectively and push the best ones ahead to completion.

Timeless yet forward-looking, this book will help you win in the project-driven world. In the "HBR Project Management Handbook" you'll find: Everything you need to know about project management in practical, nontechnical language; A definitive taxonomy of project types, from product launches to digital transformations to megaprojects; A road map for becoming an effective project leader and executive sponsor; A new, simple, and universal project framework, the Project Canvas, that breaks down any project into essential building blocks that can be easily understood by all project stakeholders; Original concepts and exclusive case studies from public- and private-sector organizations worldwide.

For more about this book, go to <https://store.hbr.org/product/harvard-business-review-project-management-handbook-how-to-launch-lead-and-sponsor-successful-projects/10494?sku=10494H-HBK-ENG>



**Antonio Nieto-Rodriguez**, MBA, PMP is an author, practitioner, and consultant who teaches strategy and project implementation to senior leaders. He is a visiting professor and a frequent guest speaker at business schools and project management events around the world. He has held leadership positions at PricewaterhouseCoopers, BNP Paribas Fortis, and GlaxoSmithKline. His research has been recognized by Thinkers50 with its prestigious Ideas into Practice award, and he is featured in the 2020 Global Gurus Top 30 list of management professionals. He served as chairman of PMI, and in that role launched the Brightline Initiative. He is also the founder of Projects & Co, cofounder of the Strategy Implementation Institute, and a member of the Marshall Goldsmith 100 Coaches group. He is the author of four books: *HBR Project Management Handbook*, *The Project Revolution*, *Lead Successful Projects*, and *The Focused Organization*.

Harvard Business Review Press publishes the best thinking in the areas of business strategy, general management, technology, leadership, human resources, and innovation. Intelligent business readers turn to HBR for answers to the questions they face every day, and for the guidance and debate that will have a profound impact on their lives — both personally and professionally. Learn more at <https://hbr.org/hbrpress>

*PMWJ Editor's note: The Project Management Institute announced on 7 October 2021 that Antonio Nieto-Rodriguez has been awarded its highest honor, the PMI Fellow Award for 2021. Congratulations, Antonio!*