

PM Publishing News

## **The Handbook of Integrated Business and Project Management, Volumes 1 and 2**

*New textbooks by Professor Ali Jaafari offers new approach for managing projects in business*

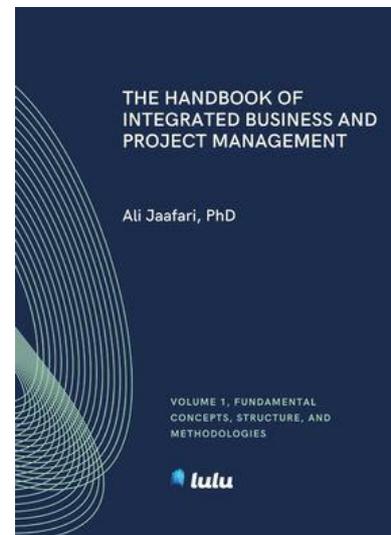
13 February 2023 – Sydney, Australia – **The Handbook of Integrated Business and Project Management** (IBPM) has been published recently in 2 volumes (18 chapters). The IBPM is unique in that it sets out to respond to the realities and challenges of projects and programs by adopting a new approach. The solution espoused in the IBPM heralds a fundamental shift to a more strategic and integrative framework, including recalibration of the respective roles and responsibilities.

In the IBPM approach, client and sponsor organisations take a far more active role in leading their projects and programs. Project management firms and practitioners will need to retool their services, to be able to support client organisations' quest for holistic and strategic management of projects and programs.

The author, **Dr Ali Jaafari**, who has more than 40 years of professional and academic experience in this field, states that the contemporary approaches to creation, definition, planning and execution of projects and programs of significant size suffer from a number of shortcomings that adversely impact their success in real life applications. *“The reality is that projects and programs are becoming more and more complex, multidimensional and strategic in nature, so the current methodologies continue to fall short of what is needed in terms of management of such projects. My research has focused on the key role of project sponsors and client bodies, including the core capabilities they need, and how they can build and empower project organisations to masterfully navigate project complexities and challenges, and to deliver the planned outcomes.”*

Dr Jaafari stresses that the IBPM framework, methodologies and processes are highly adaptable to suit diverse applications and context.

*“I have written these books in a style that can assist both scholars and practitioners to adopt and tailor the contents to suit their needs. My main motivation has been to respond to the realities of projects and programs on the ground, and to promote a more strategic and integrative approach to planning and delivery of projects and programs in a range of industries, such as infrastructure, mining, energy, defence and complex information systems. I have attempted to bring together the key elements of knowledge related to project business and project management, and to*



*present these in a consistent and coherent framework, coupled with the relevant processes needed for their practical application.” Says Jaafari.*

Both volumes are now available through [Lulu.com](https://www.lulu.com) or Amazon and other distributors in paperback and EPUB format. For Amazon see the following links:

<https://www.amazon.com/-/he/Ali-Jaafari/dp/1471738760>

<https://www.amazon.com/-/he/Ali-Jaafari/dp/1471738051>