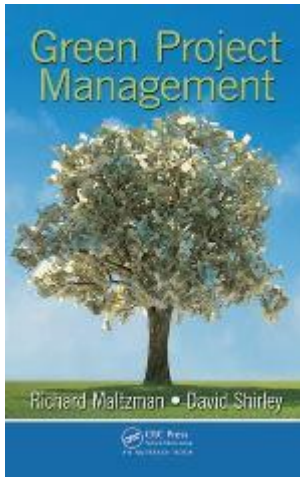


PM WORLD BOOK REVIEW¹



Book Title: **Green Project Management**
Author: **Richard Maltzman, David Shirley**
Publisher: CRC Press
List Price: \$94.95
Format: Hardback, 296 Pages
Publication Date: August 2010
ISBN: 9781439830017
Reviewer: **Keiani Smith**
Review Date: January 2024

Introduction

In *Green Project Management*, Maltzman and Shirley describe methods of incorporating 'green' and sustainable ideas, tools and techniques into projects, starting with the inherent green aspects of being a project manager. This book also explains how this is not only the right thing to do but also how to 'sell' the idea of green to stakeholders, project sponsors, and customers.

Overview of Book's Structure

The book is well structured, providing a flow from section to section that makes perfect sense because it follows closely the main steps of a standard project that uses waterfall methodology: Initiation, Planning, Executing, Monitoring and Controlling and Closing.

The book is split into 4 overall sections and these sections are further split into chapters.

Section 1: Surfing the Green Wave. Chapters 1-4: This section highlights the terminology and reasoning behind why the addition of 'green' into project management is beneficial and the definition of a newly coined term, greenality.

¹ How to cite this review: Smith, K. (2024). *Green Project Management*, book review, *PM World Journal*, Vol. XIII, Issue II, February.

Section 2: Hiking the Project. Chapters 5-8: This section transitions to the importance of green being written into and considered in a project early on, and how to incorporate it into every stage from the planning all the way to final deliverable.

Section 3: Approaching the Finish Line. Chapters 9-12: In this section, the importance of taking into consideration the full life of the deliverable, product etc. once the project is completed is highlighted. This is followed by an explanation of how going green makes green (as in money), and case studies of companies that do green particularly well are studied.

Section 4: Crossing the Finish Line. Chapters 13-14: This final section is dedicated to tips, tools, techniques, and resources for the green project manager. There is also a useful index of terms at the end.

Highlights

- The emphasis on how to add green thinking into every single portion of the project is addressed, I mean every single process is accounted for as having at the very least a single aspect enhanced by green thinking.
- The emotional components of green project management are addressed like how to influence those working on the project to include green thinking, how to gain the full buy-in of those that may be slower to come around to new ideas, and how not to alienate those that may oppose these ideas.
- A deep understanding of how project management and all projects have an aspect of green in them already and great examples of how small changes can have big effects on budgets and bottom-lines.
- A large repository of well explained case studies and resources to mull over
- Gives as much emphasis to how to be and remain green during a project as it does to how to be held accountable and avoid greenwashing.

Highlights: What I liked!

I liked how this book addresses what could be the largest opposition to adding green into project management, the upfront costs, and the reasoning as to why it is important. It emphasizes again and again the cost-savings to be made by approaching projects with a green mindset, how to perpetuate this throughout a team and balance this with the needs of the company. I really think it provides a toolkit to be able to sell green as a business decision to project sponsors and company leaders, which is not an aspect normally discussed in books of this type.

Who might benefit from the Book?

While of course this could benefit any project manager because green project management is following the values of project management to their natural conclusion, this is specifically helpful for the new project manager looking to affect big change, the project manager that is interested in green topics and wants to know how to incorporate them or even the project manager just looking for new ideas to save limited resources.

Conclusion

Despite how this text might be considered dated particularly with regard to its references, within the fast-paced world of “green” projects that have taken hold in the years since publishing, the books lessons and approaches remain absolutely valid. Further the structure and advice throughout is both accessible and relevant to the continuing sustainability concerns that now shape the business landscape of today. This is an easily read text that is full of food for thought, plenty of examples and case studies to analyze, and dives into important life cycle considerations that go beyond project delivery. The addition of not just helpful but actionable advice for handling the emotional aspects of green project management alone makes this a very useful read. Taken as a whole, this text remains reliable and relevant and one I will be returning to as all our projects begin taking green into consideration.

For more about this book, go to:

<https://www.taylorfrancis.com/books/mono/10.1201/EBK1439830017/green-project-management-richard-maltzman-david-shirley>

About the Reviewer



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Keiani Smith is an Environmental Scientist bringing project management's structure and knowledge to the wild world of environmental projects. She has a background in Chemistry and has worked in the environmental field for over five years now. She enjoys video game history and family time with her husband Ian, and their two cats, Viatrix and Voxel.

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