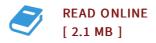




## Customer-Centric Project Management

By Elizabeth Harrin, Phil Peplow

Taylor Francis Ltd, United Kingdom, 2012. Paperback. Book Condition: New. New ed.. 234 x 154 mm. Language: English. Brand New Book. There has been a sea-change in the focus of organizations - whether private or public - away from a traditional product- or service-centricity towards customercentricity and projects are just as much a part of that change. Projects must deliver value; projects must involve stakeholders, and Elizabeth Harrin and Phil Peplow demonstrate convincingly that stakeholders are the ones who get to decide what value actually means. Customer-Centric Project Management is a short guide explaining what customer-centricity means in terms of how you work and its importance for project performance; using tools and processes to guide customer-centric thinking will help you see the results of engagement and demonstrate how things can improve, even on difficult projects. The text provides a straightforward implementation guide to moving your own business to a customer-centric way of working, using a model called Exceed and provides some guidance for ensuring that customer-centricity is sustainable and supported in the organization. This is a practical, rigorous and well-researched text. It draws on established models and uses the example of project implementation in a healthcare environment to demonstrate...



## Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehended everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

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