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Reinventing Project Management: The Diamond Approach to Successful Growth & Innovation Aaron J. Shenhar and Dov Dvir Harvard Business School Press Shenhar and Dvir introduce and then develop what they characterize as "a new approach and a new formal model to help managers understand what project management is all about. This new approach is based on a success-focused, flexible, and adaptive framework.

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The kind of innovation embodied in the project will change the shape of the diamond and indicate the style of management the project needs. The audience for successful innovative items changes over the product's lifecycle. Innovators are the first to buy a revolutionary product and early adopters are the next.

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By invoking the metaphor of a baseball diamond, Shenhar and Dvir correctly suggest an essential paradox of project management that I have personally observed for many years: projects are conducted within fixed parameters according to established rules (four "bases" 90 feet apart, beginning at "home plate" and proceeding to "first base," three "outs" to an inning "at bat" or "on the field," etc.) and yet projects are usually messy and their results seldom predictable.

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Based on an unprecedented study of more than 600 projects in a variety of businesses and organisations across the globe, "Reinventing Project Management" provides a new and highly adaptive model for planning and managing projects to achieve superior business results. --This text refers to the hardcover edition.

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Reinventing project management : the diamond approach to successful growth and innovation. [Aaron Shenhar; Dov Dvir] -- In order to succeed in today's business world, you cannot simply operate well, you have to innovate well.

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