



Selling Project Management to Senior Executives

Janice Thomas, Connie Delisle, Kam Jugdev, Pamela Buckle

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"Why is it so difficult to sell project management to senior executives?" and "How do you get them on board?" are the main questions being answered in this pertinent book by Thomas, et al. After years of research, the authors report their findings in Phases I and II of this insightful book. Based on the perspective that senior executives focus at a strategic level and view project management as tactical, Phase I deals with the misalignment of perceived value between the "seller" and the senior executive. Phase II compares and contrasts success factors with the help of eight straightforward models.

With greater understanding, project management practitioners may someday be able to eliminate barriers between these two integral components of successful businesses.

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