

Free Project Management Books – Drawing for Implementing the Project Management Balanced Scorecard

Drawing for 2 Free Copies of Implementing the Project Management Balanced Scorecard by Jessica Keyes and published by CRC Press Announced for PMForum's PM GiveAways™ Program

Sept. 2, 2010 - [PRLog](#) -- Dallas, Texas, USA — PMForum has announced that the fourth book to be given away through its newly launched PM GiveAways™ Program will be Implementing the Project Management Balanced Scorecard, by Jessica Keyes and just published by CRC Press. PMForum's PM GiveAways™ Program was announced in July 2010 at <http://www.pmforum.org/blogs/news/2010/07/FreeProjectManagementStuffPMForumLaunchesPM.html>

Business managers have long known the power of the Balanced Scorecard in executing corporate strategy. Implementing the Project Management Balanced Scorecard shows project managers how they too can use this framework to meet strategic objectives. It supplies valuable insight into the project management process as a whole and contains detailed explanations on how to effectively implement the balanced scorecard to measure and manage performance and projects.

Implementing the Project Management Balanced Scorecard details a tactical approach for implementing the scorecard approach at the project level and investigates numerous sample scorecards, metrics, and techniques. It examines recent research on critical issues such as performance measurement and management, continuous process improvement, benchmarking, metrics selection, and people management. It also explains how to integrate these issues with the four perspectives of the balanced scorecard: customer, business processes, learning and innovation, and financial.

Filled with examples and case histories, the book directly relates the scorecard concept to the major project management steps of determining scope, scheduling, estimation, risk management, procurement, and project termination. Complete with a plethora of resources in its appendices and on the accompanying CD, the text includes detailed instructions for developing a measurement program, a full metrics guide, a sample project plan, and a set of project management fill-in forms.

According to PMForum's Managing Editor David Pells, "The balanced scorecard approach to business governance has become popular worldwide in recent year. This book shows how to apply the concept in the projects world. We are excited that CRC offered this book in our GiveAways program."

The drawing for free copies of the book Implementing the Project Management Balanced Scorecard will be held on September 28, 2010. Drawing will be for 2 lucky winners. The book will be shipped free of charge to the winners. For rules and to register, visit <http://www.pmforum.org/PMGiveAways/Free-PM-Books.html>.

PMForum's PM GiveAways™ Program is based on periodic DRAWINGS for free educational and professional project management products and services. PM GiveAways™ will include project management courses, books, conference passes, software and other valuable items. Drawings will be held at least monthly, with the products and services to be given away announced in breaking news articles ahead of time and on PM GiveAways™ web pages. To learn more or to register for drawings for free project management stuff, visit <http://www.pmforum.org/PMGiveAways/PMGiveAways.html>.

About CRC Press

CRC Press is a preeminent publisher in project management, business technology, software engineering,

life science, pharmaceutical science, food science, environmental science, forensic science, engineering, mathematics, and statistics. CRC Press provides academicians and researchers with immediate access to information through a myriad of electronic products as well. For more information visit our website at www.CRCPress.com. CRC Press is a division of The Taylor and Francis Group, www.taylorandfrancis.com.

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