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Dirección de proyectos exitosos (Spanish Edition)

Carlos Urso

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Los proyectos son el corazón de la evolución y el crecimiento de una organización. Este libro ofrece las claves para generar proyectos con alta probabilidad de éxito. De forma amena, siguiendo de manera ordenada los pasos necesarios en el desarrollo de un proyecto, y alertando sobre los errores y desvíos mas comunes.
No se trata de "magia", sino de implementar una probada metodología, propuesta en esta obra, de selección, desarrollo, puesta en marcha y control que permita llegar, con el mínimo de tropiezos, a los resultados buscados.
Dirección de proyectos exitosos realiza un análisis de las mejores prácticas en la planificación y la ejecución de proyectos, e incluye conceptos del Project Management Institute que permiten al lector una verdadera puesta al día en la materia. El autor pone el acento, fundamentalmente, en la figura del Gerente de Proyecto y en el desarrollo de sus habilidades, que resultan fundamentales para una conducción eficaz de este tipo de procesos. Tanto para profesionales expertos como quienes quieren acercarse a la Dirección de Proyectos.

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