



**Advanced Project Management - Fusion Method
XYZ: A project methodology systems approach for
the project sponsor to implement corporate
strategy**

Rory Burke

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This book explains how the project sponsor can use a project methodology systems approach to develop and implement corporate strategy to realize benefits for the company.

The Fusion Method XYZ integrates a number of the key project management techniques; Project Lifecycle, Project Management Process, Project Plan and Project Organization Structure to create a template that can be used to produce the corporate vision and values, identify the corporate needs and opportunities, and develop business cases.

The text uses plenty of worked examples and case studies to explain the management and decision-making process which interlinks the project phases. The text is consistent with the following bodies of knowledge; PMBOK, APM BoK, IPMA ICB, USA NCB.

Lecturer's support material is available from (info@burkepublishing.com).

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