Project-Driven Technology Strategy

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In today's enterprise, technology isn't about software or hardware. It's about knowledge and competence. And it's the key to creating a sustained competitive advantage for your organization. Dr. Robert McGrath's new book not only redefines technology but reshapes how to approach the age-old challenges of fostering innovation, growing entrepreneurship and creating value.

Described as a combination of "a master class taught by your most thought-provoking professor" and "a troubleshooting session with your most trusted mentor", this groundbreaking work uses classic economic theory from luminaries such as Adam Smith and Joseph Schumpeter to force a new perspective on the art and science of strategy and project management.

Written with practicing executives and project managers in mind, readers will discover the following:

- How everyone can learn the art of entrepreneurship
- How to make innovation processes routine
- How to create, manage and measure sustainable competitive advantage
- How to ensure that project management is a capability, not a rigidity
- Why a PKMO (Project Knowledge Management Office) may be a key success factor

While the material is, by its nature, complex, Dr. McGrath uses his decades of teaching experience to make the subject matter surprisingly accessible by distilling the content down into clearly called-out "remember points" and illustrating its key concepts with more than 50 figures, tables and exhibits.

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John Schreiber:

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