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# Read Free The Project Managers Mba How To Translate Project Decisions Into Business Success

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## The Project Manager's MBA

### How to Translate Project Decisions into Business Success

*John Wiley & Sons* **Project managers are no longer judged by the technical success of their projects alone. They're also held accountable for their contributions to the company's financial goals. Yet most project managers don't have the business knowledge necessary to make project-based decisions that lead to bottom-line success. In this book, Dennis Cohen and Robert Graham, both former university professors and experienced project management consultants, provide the skills that, until now, could only be gained through a graduated degree and years of hands-on experience. Cohen and Graham walk project managers through basic business concepts such as value creation, accounting and finance, strategy, and marketing. They connect these concepts to the decisions project managers face every day. And they make it easy to apply the resulting solutions on the job through a unique business systems calculator. Readers can use the online calculator in conjunction with the book to understand how different project variables affect business outcomes, to determine the overall impact of proposed project changes, and to evaluate the economic results of many decisions they make. Cohen and Graham's principles apply equally to projects in business, non-profit, and government organizations. And each one is illustrated through case studies drawn from a range of industries, including pharmaceuticals, the technology sector, even the winemaking business. Whether the mandate is to get new products to market, improve the infrastructure, or better serve customers and clients, this book teaches project managers how to make day-to-day decisions from an upper-management perspective. And it provides a blueprint for planning and pitching potential projects that demonstrates a higher level of business savvy.**

## The Project Manager's MBA

### How to Translate Project Decisions Into Business Success

### Organizational Project Management

## Linking Strategy and Projects

*Berrett-Koehler Publishers* **Improve Your Business Results Through Organizational Project Management** Organizational project management (OPM) aligns project deliverables with strategy. Understanding this emerging process is essential for all stakeholders, from the corporate sponsor to project team members. OPM is a valuable new tool that can enhance your organization's successful execution of projects in alignment with strategic priorities. Under the editorship of Rosemary Hossenlopp, PMP, ten contributors from around the globe, representing a wide variety of industries, offer valuable insights on how OPM can give any organization the competitive edge. They discuss how to • Improve business outcomes • Better align project work with strategies • Set priorities • Organize project work Whether you direct projects, fund projects, or conduct project work, **Organizational Project Management: Linking Strategy and Projects** is vital to your understanding of this emerging business discipline.

## The Project Management Scorecard

*Routledge* **Return on Investment (ROI)** remains one of the most challenging and intriguing issues facing human resource development and performance improvement professionals. Drawing on their expertise in developing and implementing ROI programs in human performance and training, Jack J. Phillips, Ph.D., Timothy W. Bothell and G. Lynn Snead demonstrate how you can effectively apply ROI to project management. Today, almost every industry requires employees to manage multiple projects with competing priorities, critical deadlines, and unexpected interruptions—rendering everyone a project manager in some respect. Most employees feel the pressure of juggling any number of key projects simultaneously. Organizations have responded by investing large amounts of both time and money to improve project management, and most strive to justify the efforts and resources dedicated to improving this goal. 'The Project Management Scorecard' is a welcome relief for anyone managing a project or multiple projects, as well as the trainers, human resource development staff, or supervisors charged with measuring, evaluating, and managing project managers. Project Management is one of the hottest topics in business management today, affecting nearly every individual in any organization across the globe. Let three HRD experts show you how to apply the hugely popular ROI process to the key organizational issue of successful project management including: \* Project management issues and challenges \* Measuring reaction and satisfaction \* How to calculate and interpret ROI \* Capturing business impact data \* Measuring skill and knowledge changes during the project \* Monitoring the true costs of the project solution \* Converting business measure to monetary values \* Forecasting ROI The authors' step-by-step approach allows you to begin the ROI process immediately. Start measuring the success of your project management results today.

## Translation and Localization Project Management

### The Art of the Possible

*John Benjamins Publishing* **Over the past three decades, translation has evolved from a profession practiced largely by individuals to a cottage industry model and finally to a formally recognized industrial sector that is project-based, heavily outsourced and that encompasses a wide range of services in addition to translation. As projects have grown in size, scope and complexity, and as project teams have become increasingly distributed across geographies, time zones, languages and cultures, formalized project management has emerged as both a business requirement and a critical success factor for language service providers. In recognition of these developments, this volume examines the application of project management concepts, tools and techniques to translation and localization projects. The contributors are seasoned practitioners and scholars who offer insights into the central role of project management in the language industry today and discuss best-practice approaches to the adaptation of generic project management knowledge, skills, tools and techniques for translation and localization projects.**

## Project Management Essentials

# A Quick and Easy Guide to the Most Important Concepts and Best Practices for Managing Your Projects Right

*Maven House Press* If you're new to project management or need to refresh your knowledge, **Project Management Essentials, Third Edition**, is the quickest and easiest way to learn how to manage projects successfully. The simple techniques and templates in this book provide you with the essential tools you'll need to be an effective project manager. It's as simple as that. Read the book and discover: How to plan well - to decide on the right things to do; The key skills and knowledge you'll need to be effective; How to create an effective charter to start projects off right; Guidelines for building a usable project plan; Tips for breaking project work into manageable pieces; Techniques for estimating project cost and schedule; How to build a team; Strategies to deal with conflict, change, and risk; How to report on the progress of the project and keep everyone concerned happy. **Project Management Essentials** is written in short, clear chapters to make project management more easily understood. The authors, all valued senior faculty of PM College, use both their business experience and their academic backgrounds to make these chapters come alive. This updated edition complies with the latest project management standard, the PMBOK Guide 5th Edition.

## Creating the Project Office

# A Manager's Guide to Leading Organizational Change

*John Wiley & Sons* **Creating the Project Office** is written for managers who are searching for ways to transform their organizations into more effective and efficient project-based workplaces. As this important book reveals, there is no more effective way to make that change than to create a project office tailored to the needs of the organization. While a project office model leads to better products from projects, it is also a vehicle for generating overall organizational change -- by transforming the organization from function-based to project-based. This model incorporates projects into the very fabric of the organizational strategy and revitalizes organizations, creates competitive advantage, and increases shareholder value.

## The Complete Project Manager

# Integrating People, Organizational, and Technical Skills

*Berrett-Koehler Publishers* **The Complete Project Manager, 2nd Edition** updates a respected textbook on project management soft skills to include project management's most vital new trends: agile methods, delivering business value, respecting ethics, and managing diversity. This is a classic, bestselling, practical guide that addresses the "soft" project management skills that are so essential to successful project, program, and portfolio management. Through a storytelling approach, the authors explain the necessary skills and how to use them to create an environment that supports project success. They demonstrate both the "why" and the "how" of creatively applying soft project management skills in the areas of leadership, conflict resolution, negotiations, change management, and more. This second edition features new sections on ethics, business analysis, agile project management, managing across generations and between cultures, and more. Skills like leadership, negotiations, conflict management, and navigating organizational politics have always been important for project managers who want to succeed. Now the authors show how you can adjust and hone those skills given the forces and trends in today's business world.

## Dictionary of Project Management Terms, Third Edition

*ESI International* More than 3,400 clear definitions of key terms, words, and phrases used by project and program managers around the world in every industry. A valuable desk or briefcase reference for those engaged in one of the world's fastest-growing professions and for those who work with them.

## Lean Project Management - How to Apply Lean Thinking to Project Management

*Springer Nature* This book shows how the principles of Lean Management can be applied to project management and how some typical problems of project management can be solved by this. The author first provides a theoretical description of what project management is about and explains its tasks and methods as well as its limitations. He also describes how the Lean idea came about and derives five principles from it that can also be applied to project management. Along these principles, the author then elaborates typical current challenges of project management and shows how these challenges can be tackled through Lean Project Management. In doing so, he does not stop at the level of principles, but describes specific tasks and tools that are useful especially for experienced practitioners of project management. This book is a translation of the original German 1st edition *Lean Project Management - Wie man den Lean-Gedanken im Projektmanagement einsetzen kann* by Rainer Erne, published by Springer Fachmedien Wiesbaden GmbH, part of Springer Nature in 2019. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation. Springer Nature works continuously to further the development of tools for the production of books and on the related technologies to support the authors.

## The Portable MBA in Project Management

*John Wiley & Sons* Dies ist der Nachfolgetitel des erfolgreichen "The Fast Forward MBA in Project Management", von dem bislang über 70.000 Exemplare verkauft wurden. "The Portable MBA in Project Management" diskutiert die aktuellsten Themen im Projektmanagement und enthält Beiträge von allen führenden Autoritäten auf diesem Gebiet. Die Beiträge dieser Experten verknüpfen wichtige Ideen mit Originalmaterial und decken alle Trends, alle Themen und alle Aspekte des modernen Projektmanagement ab. Autor Eric Verzuh präsentiert eine Vielzahl von erprobten Techniken für das Managen einzelner Projekte und projektbasierter Unternehmen. Hier erfahren Projektmanager, wie sie die Kraft einzelner Projekterfolge miteinander verbinden können, um das Unternehmen so zu einem höheren Maß an Produktivität und Reaktionsfreudigkeit im Kundenkontakt anzuspornen. "The Portable MBA in Project Management" - der umfassende Ratgeber für erfolgreiches Projektmanagement und ein Muss für jeden ambitionierten Projektmanager. Eric Verzuh ist als Consultant für führende internationale Unternehmen tätig, darunter u.a. Adobe, Boeing, GE und Nordstrom.

## Creating an Environment for Successful Projects, 3rd Edition

*Berrett-Koehler Publishers* Now in its third edition, this project management classic has been updated with an array of field-tested tools to help upper management ensure the success of projects within organizations. For over twenty years, *Creating an Environment for Successful Projects* has been a staple for upper managers who want to help projects succeed. This new edition includes case studies from companies that have successfully applied the approach, along with practical tools such as templates, surveys, and benchmark reports for savvy leaders who want to ensure project success throughout their organizations. The insights in this book will help management speed projects along instead of getting in their way. All too often, well-intentioned managers put roadblocks in the team's way instead of empowering them with the tools they need to succeed. This approach to project environments, grounded in decades of research and practice, will help you make your organization the most project-friendly it's ever been. Organizational changes rarely work unless upper management is heavily involved. Although project managers are most closely responsible for the success of projects, upper managers are the ones who ultimately create an environment that supports those projects. The way upper managers define, structure, and act toward projects has an important effect on the success or failure of those projects and, consequently, the success or failure of the organization. This book helps all managers understand the need for project management changes and shows how to develop project management as an organizational practice.

## Creating an Environment for Successful Projects

*John Wiley & Sons* Since it was first published in 1997, *Creating an Environment for Successful Projects* has become a landmark work that shows how to develop project management as an organizational practice. This second edition offers solid, results-oriented advice on how upper management can create an environment that supports the success of special projects and the development of new products. The book also includes a wealth of examples from the authors' workshop participants and readers of the first edition who have successfully implemented these concepts within their organizations. New in the second edition: Ideas and practices about portfolio management to achieve greater overall success from a portfolio of projects Advice for helping project teams come together to become more effective Information for developing the chief project officer Suggestions for implementing project management information systems More descriptions about organizations and people who have used these principles to develop vastly improved environments

## PMP Exam Practice Test and Study Guide

*CRC Press* **PMP Exam: Practice Test and Study Guide, Ninth Edition** uses self-study to help readers increase their chances of passing the PMP certification exam the first time. This spiral-bound edition includes 40 multiple-choice practice questions in each of the ten knowledge areas and in the professional and social responsibilities domain. It prese

## PMP® Exam Practice Test and Study Guide, Ninth Edition

*CRC Press* **PMP® Exam: Practice Test and Study Guide, Ninth Edition** uses self-study to help readers increase their chances of passing the PMP certification exam the first time. This spiral-bound edition includes 40 multiple-choice practice questions in each of the ten knowledge areas and in the professional and social responsibilities domain. It presents a 200-question practice test that simulates the actual PMP exam, fully referenced answers keyed to the five project management process groups, and a study matrix to help readers key in on areas that require further study.

## The Fast Forward MBA in Project Management

*John Wiley & Sons* An updated and revised edition of a bestselling guide to project management The first edition of *The Fast Forward MBA in Project Management* sold over 100,000 copies and has been widely adopted in university courses and corporate training programs around the world. The book teaches the basic methods for defining, planning, and tracking a project, as well as techniques for leading and building strong project teams. This new edition includes: Downloadable, customizable project management forms Study aids for passing the popular Project Management Professional certification exam Guidelines for building high-performance project teams New examples of project management at work in the 21st century Eric Verzuh (Seattle, WA) is certified by the Project Management Institute and is President of The Versatile Company, which delivers project management training and consulting services to such companies as Adobe Systems, Inc., GE, Lockheed Martin, Nordstrom, and the United States Postal Service. He is also the author of *The Portable MBA in Project Management* (0-471-26899-2), from Wiley.

## Advances in Research Methods for Information Systems Research

## Data Mining, Data Envelopment Analysis, Value Focused Thinking

*Springer Science & Business Media* **Advances in social science research methodologies and data analytic methods are changing the way research in information systems is conducted. New developments in statistical software technologies for data mining (DM) such as regression splines or decision tree induction can be used to assist researchers in systematic post-positivist theory testing and development. Established management science techniques like data envelopment analysis (DEA), and value focused thinking (VFT) can be used in combination with traditional statistical analysis and data mining techniques to more effectively explore behavioral questions in information systems research. As adoption and use of these research methods expand, there is growing need for a resource book to assist doctoral students and advanced researchers in understanding their potential to contribute to**

a broad range of research problems. **Advances in Research Methods for Information Systems Research: Data Mining, Data Envelopment Analysis, Value Focused Thinking** focuses on bridging and unifying these three different methodologies in order to bring them together in a unified volume for the information systems community. This book serves as a resource that provides overviews on each method, as well as applications on how they can be employed to address IS research problems. Its goal is to help researchers in their continuous efforts to set the pace for having an appropriate interplay between behavioral research and design science.

## 20th ISPE International Conference on Concurrent Engineering

### Proceedings

*IOS Press* As a concept, **Concurrent Engineering (CE)** initiates processes with the goal of improving product quality, production efficiency and overall customer satisfaction. Services are becoming increasingly important to the economy, with more than 60% of the GDP in Japan, the USA, Germany and Russia deriving from service-based activities. The definition of a product has evolved from the manufacturing and supplying of goods only, to providing goods with added value, to eventually promoting a complete service business solution, with support from introduction into service and from operations to decommissioning. This book presents the proceedings of the 20th ISPE International Conference on Concurrent Engineering, held in Melbourne, Australia, in September 2013. The conference had as its theme **Product and Service Engineering in a Dynamic World**, and the papers explore research results, new concepts and insights covering a number of topics, including service engineering, cloud computing and digital manufacturing, knowledge-based engineering and sustainability in concurrent engineering.

## Project Management Professional (PMP) The Fundamentals

*Beacon Publications*

### Information Technology Project Management

*Course Technology Ptr* **Recreates the experience of dozens of projects, both successful and failed, to provide a real-world context for learning, and explains the foundations of project management - project integration, scope, time, cost, quality, human resources, communications, risk, and procurement.**

## The Business Savvy Project Manager

### Indispensable Knowledge and Skills for Success

*McGraw Hill Professional* **Valuable business skills from a leading project management expert To make the leap from average to superior, you must develop the skills to manage each project like a small business. The Business-Savvy Project Manager thoroughly explains key concepts, principles, and tools for project managers to provide organizations with superior return-on-investment and top performance. From portfolio management and strategic alignment to calculation of economic metrics and effective use of both financial and nonfinancial criteria in project proposals, it gives you the business savvy for top-level performance and certain career success.**

## Strategic Project Management

## Contemporary Issues and Strategies for Developing Economies

*CRC Press* Based on expert practitioners contributions from across the globe including Brazil, Jamaica, Malaysia, Pakistan, Thailand, the United Kingdom, and the United States, **Strategic Project Management: Contemporary Issues and Strategies for Developing Economies** offers modern experiences, best practices, and tools for individuals and teams working in pro

## Project Management ToolBox

## Tools and Techniques for the Practicing Project Manager

*John Wiley & Sons* Boost your performance with improved project management tactics **Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition** offers a succinct explanation of when, where, and how to use project management resources to enhance your work. With updated content that reflects key advances in the project management field, including planning, implementation, control, cost, and scheduling, this revised text offers added material that covers relevant topics, such as agility, change management, governance, reporting, and risk management. This comprehensive resource provides a contemporary set of tools, explaining each tool's purpose and intention, development, customization and variations, and benefits and disadvantages. Additionally, examples, tips, and milestone checks guide you through the application of these tools, helping you practically apply the information you learn. Effective project management can support a company in increasing market share, improving the quality of products, and enhancing customer service. With so many aspects of project management changing as the business world continues to evolve, it is critical that you stay up to date on the latest topics in this field. Explore emerging topics within the world of project management, keeping up to date on the latest, most relevant subject areas Leverage templates, exercises, and PowerPoint presentations to enhance your project management skills Discuss tips, reporting, implementation, documentation, and other essentials of the project management field Consider how project management fits into various industries, including technology, construction, healthcare, and product development **Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition** is an essential resource for experienced project managers and project management students alike.

## Capital Project Management, Volume I

## Capital Project Strategy

*Business Expert Press* The volumes in this series may be likened to a complete case study of Tesla through the end of 2018. Many popular media articles are excerpted, abridged to illustrate points of theoretical emphasis. This keeps the story alive, meaningful, and urgent. Strategic management is a corpus of scholarship in the Academy of Management, as is technology and innovation management. Project management is found academically within operations management, and led in practice by the Project Management Institute. The volumes in this series intersect where these fields meet and capital projects are planned, budgeted, and financed. Volume I tells the Tesla story and then presents chapters that address, in order: corporate governance and project stakeholder or communication management, project portfolios as strategic corporate portfolios, and an executive-level review of the best-practice project management paradigm, as applied to capital projects. The epilogue takes the story through the end of 1Q2019 and offers additional commentary.

## Capital Project Management, Volume II

## Capital Project Finance

*Business Expert Press* This book is companion to Volumes I and III in the series. Volume I covers managing strategy through capital project portfolios; Volume III is a complete case study. This volume describes the strategic challenge of adding real economic value, properly and rigorously defined. The author explains how this is accomplished through the capital budgeting process; discusses the importance of free cash flow and finally, capital projects, as financial options, are discussed, as a way to manage risk while enhancing the likelihood of project approval. The author is a retired business professor; his research interest has been the management of technology and innovation. For this book, he double-checked none of the 1,250 media items collected, accepting their overall veracity at face value. This approach advocates no one person, no one company, no one technology, and no portion of the global automobile industry. Analysis and practical application came foremost.

## British Qualifications

### Professional, Vocational and Academic Qualifications in the UK

*Kogan Page Publishers* The field of professional, academic and vocational qualifications is ever-changing. The new edition of this practical guide provides thorough information on all developments in these areas in the UK. Fully indexed, it includes details on all university awards and over 200 career fields, their professional and accrediting bodies, levels of membership and qualifications. British Qualifications is a unique resource for human resource managers and university admissions officers to verify the qualifications of potential employees and students.

## The Development of Translation Competence

### Theories and Methodologies from Psycholinguistics and Cognitive Science

*Cambridge Scholars Publishing* **The Development of Translation Competence: Theories and Methodologies from Psycholinguistics and Cognitive Science** presents cutting-edge research in translation studies from perspectives in psycholinguistics and cognitive science in order to provide a better understanding of translation and the development of linguistic competence that translators need to be effective professionals. It presents original theories and empirical tests that have significant implications for advancing the field of translation studies and what researchers know about the development of linguistic competence. The book is divided up into three Parts. Part I consists of a state-of-the-art introductory chapter which serves to frame the subsequent studies in Part II which explore the development of translation competence by reporting on topics such as translation expertise, cognitive ergonomic issues in translation, translation ambiguity, standards and metrics for translation, processing speed and production time, among others. Part III then hones in on specific data collection methodologies from cognitive science that highlight innovative ways to gather and analyze data. Some methods discussed include tasks looking at processing speed, brain imagining techniques such as functional magnetic resonance imaging adaptation (fMRIa), language switching, eye tracking, keystroke and mouse logging, and retrospection, among others. This book effectively demonstrates that psycholinguistic and cognitive approaches to studying the development of translation competence promise to diversify traditional perspectives of translation studies and to improve the quality and generalizability of translation research in general. This title will serve as a valuable reference for scholars, practitioners, translators, and anyone who wishes to gain an overview of current issues and methods in translation studies solidly grounded in psycholinguistics and cognitive science.

## PMP Exam Practice Test and Study Guide

*CRC Press* Continuing in the tradition of its bestselling predecessors, **PMP Exam Practice Test and Study Guide, Tenth Edition** uses self study to help readers increase their chances of passing the PMP certification exam the first time around. This tenth edition is up to date with the 2015 Examination Content Outline (ECO) published by the Project Management In

## Language International

## Project-Driven Technology Strategy

*Project Management Institute* 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.

## Education, Translation and Global Market Pressures

## Curriculum Design in China and the UK

*Springer* This book investigates the market-driven transformation of the higher education sector and the response given by the translation programmes in the UK and China, two vastly different social and economic contexts. It provides an in-depth look at six selected case studies, critically analysing how social, economic, and political factors have affect curriculum designs in different translation programmes. This innovative volume contributes to the development of knowledge in an important area of translation studies and opens a new way for providing both cross-national and cross-disciplinary perspectives in analysing the curricula of translation programmes.

## Contemporary Project Management: Plan-Driven and Agile Approaches

*Cengage Learning* Master the proven, traditional methods in project management as well as the latest agile practices with Kloppenborg/Anantatmula/Wells' **CONTEMPORARY PROJECT MANAGEMENT, 5E**. This edition presents project management techniques and expert examples drawn from successful practice and the latest research. All content reflects the knowledge areas and processes of the 6th edition of the PMBOK Guide as well as the domains and principles of the 7th edition of the PMBOK Guide. The book's focused approach helps you build a strong portfolio to showcase project management skills. New features, glossary and an integrated case highlight agile practices, mindset and techniques, while PMP-style questions prepare you for the new 2021 PMP certification exam. You also learn to use Microsoft Project to automate processes. Gain the expertise you need to become a Certified Associate in Project Management (CAPM) or Certified Project Management Professional (PMP), if desired. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

## Peterson's Graduate Programs in the Humanities 2011

## Sections 7-13 of 27

*Peterson's* **Peterson's Graduate Programs in the Humanities** contains a wealth of information on colleges and universities that offer graduate work in History, Humanities, Language & Literature, Linguistic Studies, Philosophy & Ethics, Religious Studies, and Writing. Institutions listed include those in the United States, Canada, and abroad that are accredited by U.S. accrediting agencies. Up-to-date data, collected through Peterson's Annual Survey of Graduate and Professional Institutions, provides valuable information on degree offerings, professional accreditation, jointly offered degrees, part-time and evening/weekend programs, postbaccalaureate distance degrees, faculty, students, degree requirements, entrance requirements, expenses, financial support, faculty research, and unit head and application contact information. Readers will find helpful links to in-depth descriptions that offer

additional detailed information about a specific program or department, faculty members and their research, and much more. In addition, there are valuable articles on financial assistance, the graduate admissions process, advice for international and minority students, and facts about accreditation, with a current list of accrediting agencies.

## IITA annual report; 1988/89

*IITA*

## CompetitiveEdge:A Guide to Business Programs 2013

*Peterson's* **Peterson's CompetitiveEdge: A Guide to Graduate Business Programs 2013** is a user-friendly guide to hundreds of graduate business programs in the United States, Canada, and abroad. Readers will find easy-to-read narrative descriptions that focus on the essential information that defines each business school or program, with photos offering a look at the faces of students, faculty, and important campus locales. Quick Facts offer indispensable data on costs and financial aid information, application deadlines, valuable contact information, and more. Also includes enlightening articles on today's MBA degree, admissions and application advice, new business programs, and more.

## Choice

Publication of the Association of College and Research Libraries, a Division of the American Library Association

## The Project Manager's Guide to Health Information Technology Implementation

*HIMSS*

## ICT as Innovator Between Tourism and Culture

*IGI Global* Lately, tourists consider their mobile devices as essential accessories for the realization of their trip before, during, and after the visit. Such devices allow them to consult information about points of interest, services, or products in real time. Thus, mobile devices have come to be considered as tools to support decision making regarding the realization of trips. In the digital environment, tourists seek complementary information to consolidate knowledge about the destination, heritage, culture, customs, and traditions that make the visited place unique. Simultaneously, they transform tourist experiences into a memory associated with travel, contribute to the sustainability of local populations, reduce inequalities, and cooperate to improve the quality of life of all involved. **ICT as Innovator Between Tourism and Culture** differs from others on the same areas because it aims to place the emphasis on and increase the bridge of knowledge between information communications technology (ICT), tourism, and culture, considering ICT as the main driver that creates the development environment and enhances the tourist experience in general. In particular, it is linked to cultural heritage, making it a more sustainable and intelligent tourist destination, taking into account the well-being of the local population and visitors. Covering topics such as destination image, religious tourism, and innovation dynamics, this book is an essential resource for IT consultants, hotel managers, marketers, travel agencies, tour operators, tourism researchers, professors, students, practitioners within the tourism industry, and academicians.

FYI

## For Your Improvement : a Guide for Development and Coaching

"For learners, managers, mentors, and feedback givers."

### Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law & Social Work 2012

*Peterson's* **Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law & Social Work 2012** contains a wealth of info on accredited institutions offering graduate degrees in these fields. Up-to-date info, collected through Peterson's Annual Survey of Graduate and Professional Institutions, provides valuable data on degree offerings, professional accreditation, jointly offered degrees, part-time & evening/weekend programs, postbaccalaureate distance degrees, faculty, students, requirements, expenses, financial support, faculty research, and unit head and application contact information. There are helpful links to in-depth descriptions about a specific graduate program or department, faculty members and their research, and more. Also find valuable articles on financial assistance, the graduate admissions process, advice for international and minority students, and facts about accreditation, with a current list of accrediting agencies.