



# Creative Project Management

*Michael S. Dobson*

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## **The seven essential tools for keeping projects on time and under budget**

You're executing risk management, leadership, and planning--all hallmarks of outstanding project management. And yet you're still having trouble keeping your projects on schedule.

*Creative Project Management* adds two new elements to the mix: creativity and innovation.

Internationally renowned project management consultants Michael Dobson and Ted Leemann combine traditional project management skills, such as risk evaluation, decision-making, and human dynamics, with outside-the-box thinking and business creativity. They provide seven new tools and approaches you can apply to any project.

The methods discussed inside *Creative Project Management* show you how to:

- Realistically imagine the outcome of your decisions
- Work with--and around--the realities and constraints that affect your decisions
- Read and predict trends
- Manage the long- and short-term ramifications of your decisions
- Evaluate the impact of present and future technologies on your decisions
- Imagine new choices you didn't think you had

*Creative Project Management* provides an invaluable new set of tools for any project management professional tasked with making difficult decisions in these uncertain times.

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