

The Pmo Playbook: Effective Product Life Cycle Management



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Reviews

*A high quality book and also the typeface utilized was exciting to read. This really is for anyone who stante there was not a worthy of reading. I am easily will get a enjoyment of reading a written ebook.
(Burnice Carter)*

THE PMO PLAYBOOK: EFFECTIVE PRODUCT LIFE CYCLE MANAGEMENT

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Createspace, United States, 2012. Paperback. Book Condition: New. 236 x 188 mm. Language: English . Brand New Book ***** Print on Demand *****.The PMO Playbook: Effective Product Life Cycle Management is a unique self paced guide for executives and program management professionals. It has valuable information that contributes to improving definition and execution of the portfolio roadmap. The first Part of the book, Portfolio Execution, guides executives to a better understanding of the key role they play in defining the product portfolio and how to most effectively lead their Program Management Office. For PMO professionals it provides insight to the process that drives all of their efforts. The second Part of the book, Effective Product Life Cycle Process, provides an overarching framework for effective Phase Exits, product launches and program team management accompanied by the detailed how to that enables program managers to bring products to market consistently. It is designed to be read with a pen, inviting participation with an abundance of exercises, activities, assessments, cases and checklists. It also combines information for program managers, functional managers, executives and customers into a single package they can apply directly. This book should be used with The PMO Practice Templates, The PMO Practice Handbook and the PMO Journal for the full complement of tools. The author tackles the challenge of teaching the PLC framework so those involved in bringing new products to market, such as PMO executives and program management professionals, can plan and execute effectively. It is a baseline to manage the following challenges: Portfolio Strategy: Provides insight into the strategic balancing and synchronization required to manage the portfolio of programs at all life cycle stages. PLC Strategy: Provides the vision, objectives and context between the PLC framework and roles and responsibilities for Phase Exits and product launches. Roles and...



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