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CUSTOMER-CENTRIC PROJECT MANAGEMENT (PAPERBACK)



Taylor Francis Ltd, United Kingdom, 2012. Paperback. Book Condition: New. New ed.. 234 x 154 mm. Language: English . Brand New Book. There has been a sea-change in the focus of organizations - whether private or public - away from a traditional product- or service-centricity towards customer-centricity and projects are just as much a part of that change. Projects must deliver value; projects must involve stakeholders, and Elizabeth Harrin and Phil Peplow demonstrate convincingly that stakeholders are the ones who...

**Read PDF Customer-Centric Project Management
(Paperback)**

- Authored by Elizabeth Harrin, Phil Peplow
- Released at 2012



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