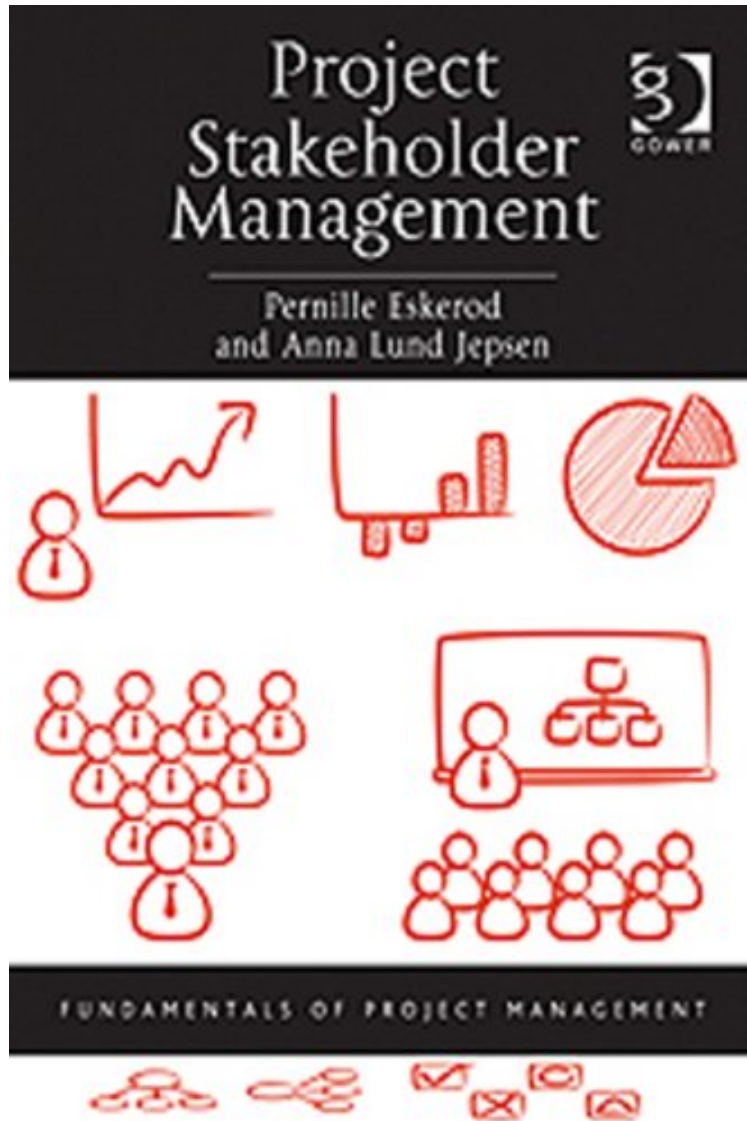


Project Stakeholder Management (Fundamentals of Project Management)

Anna Lund, Professor Jepsen, Pernille, Professor Eskerod
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Anna Lund, Professor Jepsen, Pernille, Professor Eskerod : Project Stakeholder Management (Fundamentals of Project Management) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Project Stakeholder Management (Fundamentals of Project Management):

Carrying out a project as planned is not a guarantee for success. Projects may fail because project management does

not take the requirements, wishes and concerns of stakeholders sufficiently into account. Projects can only be successful through contributions from stakeholders. And in the end, it is the stakeholders that evaluate whether they find that the project is a success. To manage stakeholders effectively, you need to know your stakeholders, their behaviours and attitudes towards the project. In *Project Stakeholder Management*, the authors give guidance on how to adopt an analytical and structured approach; how to document, store and retrieve your knowledge; how to plan your stakeholder interactions in advance; and how to make your plans explicit, at the very least internally. A well-conceived plan can prevent you from being carried away in the 'heat of the moment' and help you spend your limited resources for stakeholder management in the best way.

About the Author Pernille Eskerod is Professor within Project Management at Department of Leadership and Corporate Strategy, University of Southern Denmark. She has undertaken research within project management for more than 20 years. She has published a large number of articles on the issue in, among others, *International Journal of Project Management* and *Project Management Journal*. Pernille Eskerod has tested her research ideas and results on many students and practitioners in the field as she has taught a vast number of courses in Project Management. Anna Lund Jepsen is Associate Professor, Department of Environmental and Business Economics, University of Southern Denmark. Her research has mainly been within consumer behaviour and marketing communications. Together with Pernille Eskerod, she has done research and published within Project Management.