



# **Project Sponsorship: Achieving Management Commitment for Project Success, Second Edition**

*Randall L. Englund, Alfonso Bucero*

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# Project Sponsorship: Achieving Management Commitment for Project Success, Second Edition

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## **Project Sponsorship: Achieving Management Commitment for Project Success, Second Edition**

Randall L. Englund, Alfonso Bucero

The second edition of Project Sponsorship—which includes an Appendix with new case studies, expanded assessment tools, and templates—shows how project sponsors and project managers can develop the skills they need to manage successful projects. Randall L. Englund and Alfonso Bucero—experts in the field of project management—have written the definitive guide for educating all stakeholders on the nature of project sponsorship. They describe in detail the responsibilities of the project sponsor, from communications and liaison, selection and training, problem solving, mentoring, and feedback, to the review of project execution. The project sponsor and manager learn how to negotiate effectively with each other and the project team to achieve their commitments. PLEASE NOTE: Some images in this book may be blurry, but the text provides the supporting description. This title is best viewed on devices with a larger screen area.

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