



# Projektmanagement: Eine organisatorische Fähigkeit (German Edition)

*F. Muretta*

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# Projektmanagement: Eine organisatorische Fähigkeit (German Edition)

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## **Projektmanagement: Eine organisatorische Fähigkeit (German Edition) F. Muretta**

Zahlreiche Projekte scheitern in der Unternehmenspraxis aufgrund unzureichender Zielspezifikation und einer Inkompatibilität von Projektzielen und Unternehmenszielen. (2) , (3) Ein strukturiertes Projektmanagement gewährleistet vermehrte Transparenz, bessere Steuerung und aktivere Kontrolle. (2) Im strategischen Projektmanagement werden die Projektziele konsequent mit den Unternehmenszielen koordiniert. (1) Die von der „Balanced Scorecard“ abgeleitete Idee einer „Project Scorecard“ hat die Aufgabe, Projektfortschritte mittels eines Kennzahlensystems zu erfassen und zu bewerten. (3)

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