

NEWS SERVICE

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Shenhar's "Reinventing Project Management" named among "5 Best Business Books for 2007"

Book published by Harvard Business School Press is cited

HOBOKEN, N.J. — Stevens Institute of Technology's Professor Aaron J. Shenhar's book, "Reinventing Project Management," co-authored with Professor Dov Dvir, which was published recently by Harvard Business School Press, has been named among the "Five Best Business Books of 2007."

The top-five list appeared in December via the online technology newsletter, *Shop Talk: Innovation, Marketing and Alliances*.

The list was compiled and published by John Caddell, the founder and principal of Caddell Insight Group, a consulting firm focused on using business narrative, launching new products and businesses, and negotiating alliances. A recognized expert in telecommunications, outsourcing and enterprise software, he has more than 20 years experience in high-tech product development, operations and marketing.

"If you've worked on more than a handful of projects in your business career, you are familiar with failure," writes Caddell, in reference to the book's topic. "Lots of projects simply don't work right: some are abandoned before they're complete, others don't meet expectations, others finish but are so agonizing that they burn out teams and managers both.

"Reinventing Project Management' dissects the topic in great detail. It's a refreshing look at project management, not least because [the authors] focus less on the discipline of work breakdown structures and task dependencies and more on what different projects try to achieve and how methodologies and management approach must adapt to the needs of the project."

About the Authors

Dr. Aaron J. Shenhar is the institute professor of management and the founder of the project management program at Stevens Institute of Technology. He holds degrees in engineering and management from Stanford University and the Technion in Israel. He is a recipient of the Engineering Manager of the Year Award of IEEE, and the PMI Research Achievement Award. Dr. Shenhar accumulated more than 20 years of technical and management experience at a leading high-tech organization in the defense industry in Israel. In his academic career, he has published more than 150 publications in innovation management, project management, and the management of professional workers. He served as a consultant to leading high-technology organizations such as 3M, Honeywell, Dow Jones, NASA, BMI, Liz Claiborne, IAI, and the US Army.

Professor Dov Dvir is the head of the Management Department at Ben Gurion University in Israel.

About Stevens Institute of Technology

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