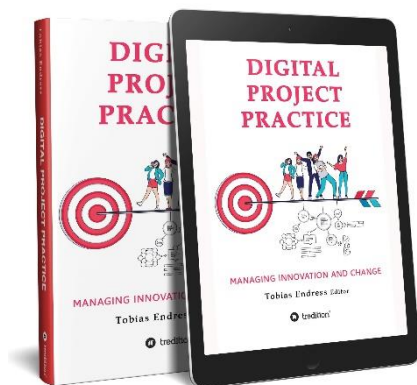


Press Release

Digital Project Practice – Managing Change and Innovation

“Just ‘agile’ is not enough!” (Dr. Tobias Endress, editor and co-author)

The book provides reports from practice and encourages the reader to question the existing methods and processes.



The management of digital projects is an activity that requires a high degree of professionalism and knowledge of appropriate tools and techniques. Decision-makers and practitioners should be well educated and always informed about new business concepts and have the latest methods in their ‘bag of tricks’. Nevertheless, many books on digital innovation and project management are either very theory-based or even outdated. Some books also just want to ‘sell’ a particular method. The book “Digital Project Practice” is different.

The book covers the practical aspect, but also critically acclaim the methods and shows limitations. It includes relevant methods as well as human/social aspects. Actually, the human aspect is one of the running themes in this book. Thirteen experts from all over the world contributed to the book. It can be seen as a contribution to the ongoing discussion on business practices and methods. It also aims to promote and stimulate dialogue in the professional community.

In short, this book is about the practices, experiences and opinions of experts in the field. It can also stimulate reflection on current practice in your organisation.

Digital Project Practice by Tobias Endress (editor) can be ordered directly from tredition Press or with ISBN 978-3-347-09723-0 in your local book store.

Further information on the book can be found at www.digital-project-practice.com.

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