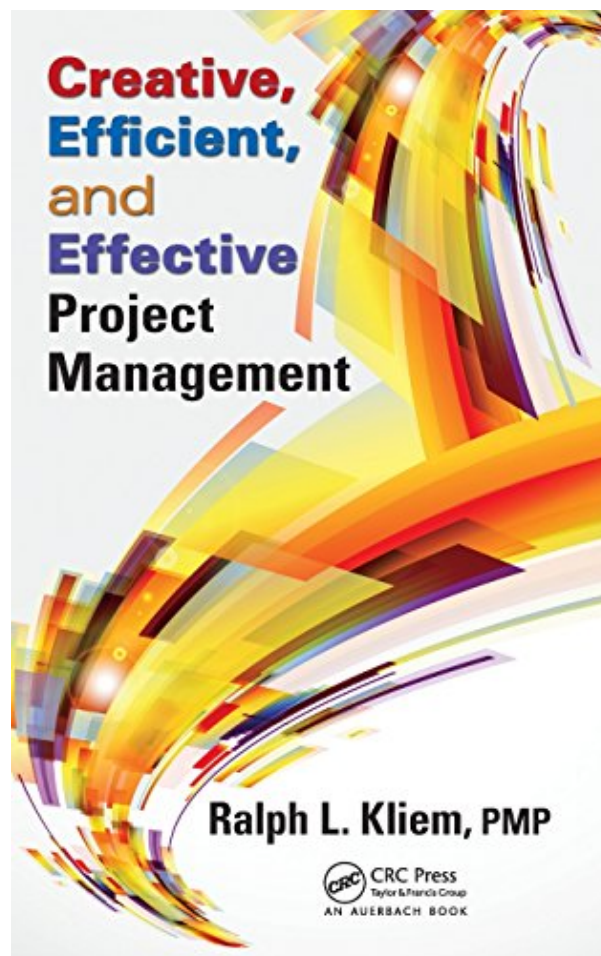
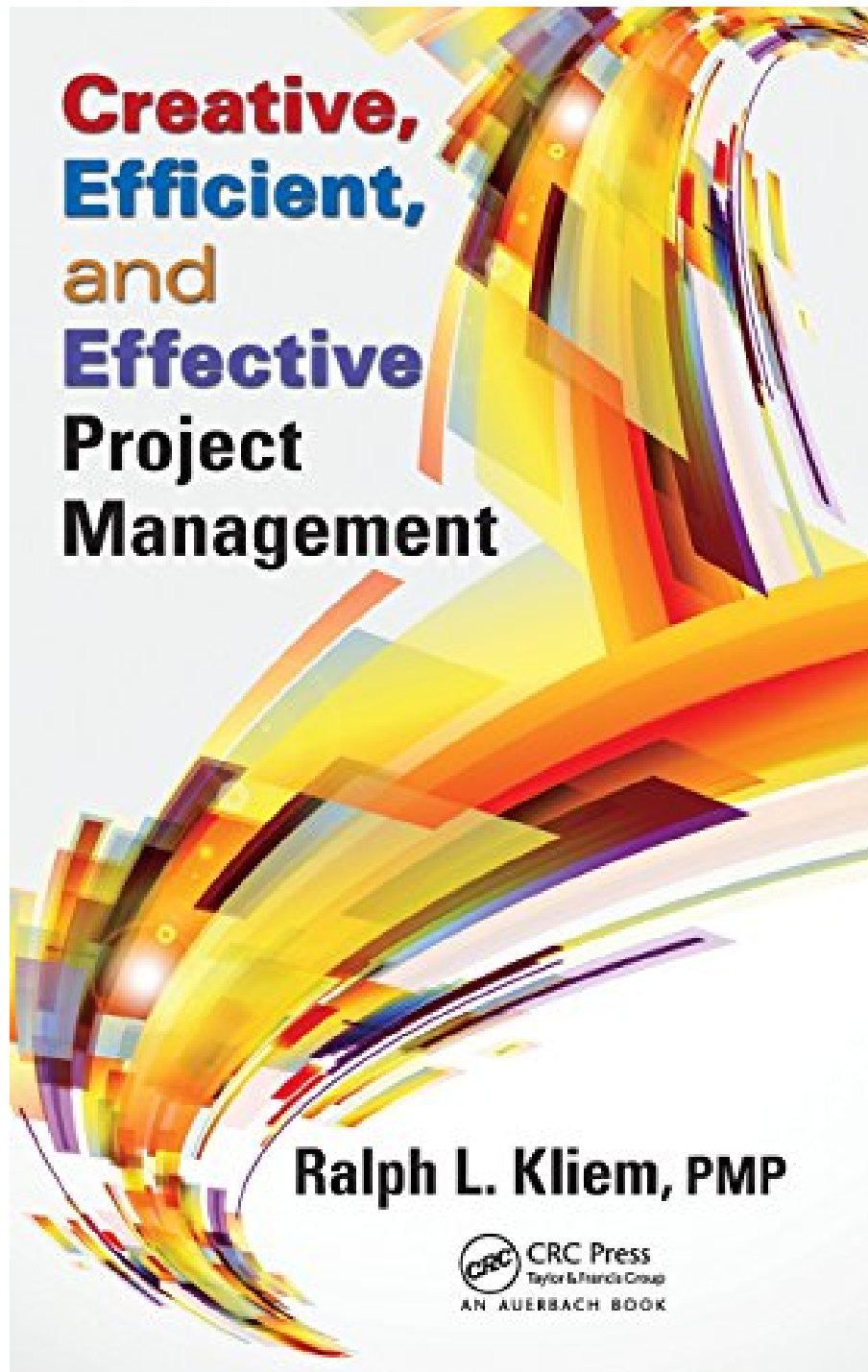


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About the Author

Ralph L. Kliem, PMP, has more than twenty-five years of experience with Fortune 500 firms in the financial and aerospace industries. His vast and varied experience in project and program management includes managing compliance, business continuity, and information technology projects and programs.

In addition to being the author of more than 15 books, which have been translated into several languages, he has published more than 200 articles in leading business and information systems publications.

Mr. Kliem is an adjunct faculty member of City University in Seattle and a former member of the Seattle Pacific University faculty, an instructor with Bellevue College and Cascadia Community College, and a frequent presenter to the Puget Sound chapter of the Project Management Institute and other professional organizations. He also teaches Project Management Professional (PMP®) certification and other project management seminars and workshops in the United States and abroad.

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Creative companies are distinguished by their ability to adapt and thrive in a dynamic, changing economy. Their products and services stand out in the market, and these companies' ability to be agile and innovative is key to their success.

Creative, Efficient, and Effective Project Management supplies an in-depth discussion of creativity and its relationship to project management. Specifically, it explains how the tools and techniques of creativity can be used to enhance the five processes executed during a project: defining, planning, executing, monitoring and controlling, and closing.

Establishing the groundwork for encouraging and sustaining creativity in your projects, the book details the benefits of integrating creativity in projects. It discusses common, and not so common, tools and techniques for developing project management deliverables and identifies the challenges that can arise when using creativity in a project. It also details ten little-known facts that can help you overcome the obstacles that often prevent organizations from tapping into the power of creativity in their projects.

Each chapter includes a checklist and a case study on the application of the concepts presented. The book also indicates, where applicable, how the topics of discussion relate to the Project Management Institute's (PMI®) Project Management Body of Knowledge (PMBOK®).

Creativity resides in everyone, but for the most part remains untapped. In this book, you will find thoughts, tools, and techniques that will enable you to tap into your team's creative energy and direct it towards achieving your project goals and objectives.

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