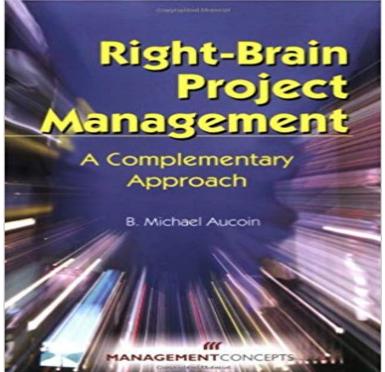
## Right-Brain Project Management: A Complementary Approach



Right-Brain Project Management: Α Complementary Approach looks contemporary project management from a fresh perspective, exploring right-brain approaches that are intuitive and capitalize on natural human thinking and activity. Coupled with the logical and formal, or left-brain, methodology associated with conventional project management, facilitation of right-brain functions offers a good range of techniques for project success. Presenting extensive research and the experiences of project managers who use right-brain approaches successfully, this book sheds a unique and hopeful light the conquering challenges contemporary projects. In this valuable resource, you will: -Explore the current landscape of project management, which highlights contemporary projects that are complex and aggressive -Examine topics that address how people grow and develop patterns of thinking and attitudes that have a profound effect on the management of -Consider what truly motivates projects people to get out of bed and right to their projects -Evaluate the profound changes that take place on projects and how to navigate those changes -Discover the seven principles of right-brain project management, founded on the powerful and rich processing capabilities of the right Learn how the successful project manager can become a whole-brain project manager by enlisting resources from both the right and the left sides, and how to further enhance project management by incorporating innovation and flexibility.

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