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Project Portfolio Management  
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## **Benefits Servicenow Project Portfolio Management Work**

Earned value management (EVM) is a management methodology for integrating scope, schedule, and resources; objectively measuring project performance and progress; and forecasting project outcome. It is considered by many to be one of the most effective performance measurement and feedback tools for managing projects. The Standard for Earned Value Management builds on the concepts for EVM described in the Practice Standard for Earned Value Management and includes enhanced project delivery information, by integrating concepts and practices from the PMBOK® Guide – Sixth

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Edition and The Agile Practice Guide. A central theme in this standard is the recognition that the definition for value in EVM has expanded. While the term retains its traditional definition in terms of project cost, it embraces current practice by including the concept of earned schedule. This standard also integrates hybrid methodologies that blend together historical EVM concepts with the needs of the agile practitioner, all with an eye towards aiding the project team in enhancing overall project delivery. This standard is a useful tool for experienced project management practitioners who are seeking to expand and update their knowledge of the field as well as less experienced practitioners who want to learn other approaches for managing project performance. It provides insight and

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detailed explanations of the basic elements and processes of EVM, and demonstrates how to scale EVM to fit varying project sizes and situations. This standard includes graphical examples and detailed explanations that will enable the reader to establish and implement EVM on projects in almost any environment and of almost every size. When used together with good project management principles, EVM methodology will provide a greater return on any project and results that will directly benefit your organization.

The book is devoted to structural issues, algorithms, and applications of resource allocation problems in project management. Special emphasis is given to a unifying framework within which a large variety of project scheduling problems

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can be treated. Those problems involve general temporal constraints among project activities, different types of scarce resources, and a broad class of regular and nonregular objective functions ranging from time-based and financial to resource levelling functions. The diversity of the models proposed allows for covering many features arising in scheduling applications beyond the field of project management such as short-term production planning in the manufacturing or process industries. Selecting the right projects to work on is critical in gaining a competitive edge in today's marketplace. Learn about portfolio management tools, techniques, and methods in this collection of articles from leaders in the field like David Cleland, Robert Cooper, Thomas Saaty, David Frame,

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Steven Wheelwright, and others. Case studies and best practices show you how others successfully manage their portfolios.

Whether you're upgrading an existing billing system or moving to a subscription- or consumption-based model, SAP BRIM is ready--and here's is your guide! From subscription order management and charging to invoicing and contract accounting, get step-by-step instructions for each piece of the billing puzzle. For setup, execution, or analytics, follow a continuous case study through each billing process. With this book, join the future of billing! a. End-to-End Billing Learn the what and the why of SAP BRIM, and then master the how! Charging, invoicing, contract accounts receivable and payable, and subscription order management--see

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how to streamline billing with the SAP BRIM solutions. b. Configuration and Functionality Set up and use SAP BRIM tools: Subscription Order Management, SAP Convergent Charging, SAP Convergent Invoicing, FI-CA, and more. Implement them individually or as part of an integrated landscape. c. SAP BRIM in Action Meet Martex Corp., a fictional telecommunications case study and your guide through the SAP BRIM suite. Follow its path to subscription-based billing and learn from billing industry best practices! 1) SAP Billing and Revenue Innovation Management 2) Subscription order management 3) SAP Convergent Charging 4) SAP Convergent Invoicing 5) Contracts accounting (FI-CA) 6) SAP Convergent Mediation 7) Reporting and analytics 8) Implementation 9) Project

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Project Portfolio Management  
The PR Agency's Manual to  
Transforming Your Business With  
Inbound  
Agile Estimating and Planning

Lean Thinking

The IS View on Delivering Services to  
the Business

Fictional Minds

Si usted quiere entender como se origino el sistema de producci?n Toyota y por que tiene exito, debe leer este libro. Aqui encontrara una introducci?n avanzada del justo a tiempo. El mundo le debe mucho a Taiichi Ohno. Nos ha demostrado como fbricar con mayor eficacia, como reducir

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costos, como producir una mayor calidad, y a examinar atentamente como nosotros, en nuestra calidad de seres humanos, trabajamos en una fbrica. El relato que Ohno cuenta en este libro es brillante. Deberia ser leido por todos los gerentes. No es solo un relato acerca de la fabricaci?n; sino tambien sobre como dirigir exitosamente una empresa. This volume provides updated guidance on how to design, develop and implement service management both as an organisational capability and a strategic asset. It is a guide to a strategic review of ITIL-based service management capabilities,



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with the aim of improving their alignment with overall business needs. It is written primarily for senior managers who provide leadership and direction in the form of objectives, plans and policies. It is also benefits managers at other levels, by explaining the logic of senior management decisions.

Lean Thinking was launched in the fall of 1996, just in time for the recession of 1997. It told the story of how American, European, and Japanese firms applied a simple set of principles called 'lean thinking' to survive the recession of 1991 and grow steadily in sales and profits through 1996. Even

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though the recession of 1997 never happened, companies were starving for information on how to make themselves leaner and more efficient. Now we are dealing with the recession of 2001 and the financial meltdown of 2002. So what happened to the exemplar firms profiled in Lean Thinking? In the new fully revised edition of this bestselling book those pioneering lean thinkers are brought up to date. Authors James Womack and Daniel Jones offer new guidelines for lean thinking firms and bring their groundbreaking practices to a brand new generation of companies that are looking to stay

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one step ahead of the competition. Business organisations are increasingly dependent on the electronic delivery of services, irrespective of type or size of organisation, and require high quality information systems (IS) services which can adapt to business and user requirements as they evolve. This publication contains best practice information for IT practitioners on the development and delivery of quality IS services to maximise business objectives and benefits, building on the foundation of the other publications in the information technology infrastructure library (ITIL)

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series. Topics covered include: the value of information technology for business development; business management frameworks and IS alignment; understanding the business viewpoint; supplier relationship management; roles, responsibilities and interfaces; quality management; as well as giving a bibliography, list of acronyms, a glossary, and some sample/template documents.

Rational Cybersecurity for  
Business

How Corporations Beat  
Entrepreneurs at the Innovation  
Game

Management of portfolios  
Project Management Next

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Generation

Business Perspective

Telecommunications Strategic  
Plan

Straight from the Client

***Many companies and organisations are faced with a portfolio of projects that need to be managed effectively and successfully. This new book by leading practitioners introduces a framework and range of tools to enable the project portfolio to be strategically managed including establishing guidelines, prioritising, aligning projects with strategy, balancing the portfolio and***

***sustaining a change culture through continuous improvement.***

***Delve inside Windows architecture and internals—and see how core components work behind the scenes. Led by three renowned internals experts, this classic guide is fully updated for Windows 7 and Windows Server 2008 R2—and now presents its coverage in two volumes. As always, you get critical insider perspectives on how Windows operates. And through hands-on experiments, you'll experience its internal behavior firsthand—knowledge***

***you can apply to improve application design, debugging, system performance, and support. In Part 1, you will:***

- Understand how core system and management mechanisms work—including the object manager, synchronization, Wow64, Hyper-V, and the registry***
- Examine the data structures and activities behind processes, threads, and jobs***
- Go inside the Windows security model to see how it manages access, auditing, and authorization***
- Explore the Windows networking stack from top to bottom—including APIs,***

***BranchCache, protocol and NDIS drivers, and layered services Dig into internals hands-on using the kernel debugger, performance monitor, and other tools Each major economic shift from the Industrial age to the Digital age has given rise to new sets of management practices. Yet, we have not changed how companies are organized and teams are managed to reflect the needs of the Digital age. Reimagine Customer Success explores how to design organizations that manage customer relationships, with a focus on***



***organization-wide alignment around the customer and what success means to them. In this book, you'll learn about a new model for customer success, with some key insights focused on: Building a common understanding of customers. Transforming organizational models in an effort to deliver exceptional customer experience. Changing how customer-facing functions are managed - who is hired, how work is done, and which system investments are made. If you believe customers are the growth engine for your***

***company, want to bring a customer-centric mindset to life, or are looking for a framework to bridge the organizational silos, Reimagine Customer Success is a long overdue addition to your professional library. Customer success is not just a function, it is the promise we make to customers.***

***PROJECT MANAGEMENT  
NEXT GENERATION Strategic guidance on enabling transformational change in the project management landscape In Project Management Next Generation: The Pillars for Organizational***

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***Excellence, a team of world-renowned project management leaders delivers an expert discussion on project management implementation in organizations of all kinds. The book explores 10 pillars of project management that will be critical for companies in the coming decade. It offers contributions from industry changemakers and thought leaders that provide the perfect balance between practical experience across a variety of programs, projects, and transformation initiatives. It's a must-have title for***

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***practicing project managers who seek hands-on guidance and insightful case studies complete with discussion questions and instruction materials, including PowerPoint lecture slides and a full Instructors Manual on the companion website. In addition to the perspectives of several global commercial organizations on the project management industry's future, readers will find: Thorough introductions to project management as a strategic competency and corporate project management cultures Comprehensive***

***explorations of workforce  
upskilling and defining project  
success Practical discussions  
of flexible project management  
frameworks and flexible life  
cycle phases and project  
governance In-depth  
examinations of value-driven  
project management and  
metrics, as well as metrics for  
intangible assets, and  
strategic metrics Perfect for  
mid-level corporate, project,  
and team managers, as well as  
executives and business  
consultants, Project  
Management Next Generation:  
The Pillars for Organizational  
Excellence will also earn a***

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***place in the libraries of  
students in courses on  
advanced project management  
at the upper-level  
undergraduate and graduate  
levels.***

***A Guide to the Project  
Management Body of  
Knowledge (PMBOK® Guide) –  
Seventh Edition and The  
Standard for Project  
Management (RUSSIAN)  
Reimagine Customer Success  
21st Century Investing  
The Social Organization  
Consulting Experiences and  
Observed Trends  
Agile Software Requirements  
The Security Leaders' Guide to***

## ***Business Alignment***

This guide provides practical guidance for managers of portfolios and those working in portfolio offices as well as those filling portfolio management roles outside a formal PfMO role. It will be applicable across industry sectors. It describes both the Portfolio Definition Cycle (identifying the right, prioritised, portfolio of programmes and projects) and the Portfolio Delivery Cycle

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(making sure the portfolio delivers to its strategic objectives).

Agile Estimating and Planning is the definitive, practical guide to estimating and planning agile projects. In this book, Agile Alliance cofounder Mike Cohn discusses the philosophy of agile estimating and planning and shows you exactly how to get the job done, with real-world examples and case studies. Concepts are clearly



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illustrated and readers are guided, step by step, toward how to answer the following questions: What will we build? How big will it be? When must it be done? How much can I really complete by then? You will first learn what makes a good plan- and then what makes it agile. Using the techniques in Agile Estimating and Planning , you can stay agile from start to finish, saving time, conserving resources, and

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accomplishing more.

Highlights include: Why  
conventional

prescriptive planning

fails and why agile

planning works How to

estimate feature size

using story points and

ideal days—and when to

use each How and when to

re-estimate How to

prioritize features

using both financial and

nonfinancial approaches

How to split large

features into smaller,

more manageable ones How

to plan iterations and

predict your team's

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initial rate of progress  
How to schedule projects  
that have unusually high  
uncertainty or schedule-  
related risk How to  
estimate projects that  
will be worked on by  
multiple teams Agile  
Estimating and Planning  
supports any agile,  
semiagile, or iterative  
process, including  
Scrum, XP, Feature-  
Driven Development,  
Crystal, Adaptive  
Software Development,  
DSDM, Unified Process,  
and many more. It will  
be an indispensable

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resource for every  
development manager,  
team leader, and team  
member.

## Lean Software

### Development: An Agile Toolkit Adapting agile practices to your development organization

### Uncovering and eradicating waste throughout the software development lifecycle

### Practical techniques for every development manager, project manager, and technical leader Lean software

### development: applying

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agile principles to your organization In Lean Software Development, Mary and Tom Poppendieck identify seven fundamental "lean" principles, adapt them for the world of software development, and show how they can serve as the foundation for agile development approaches that work. Along the way, they introduce 22 "thinking tools" that can help you customize the right agile practices for any environment. Better,

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cheaper, faster software development. You can have all three—if you adopt the same lean principles that have already revolutionized manufacturing, logistics and product development. Iterating towards excellence: software development as an exercise in discovery  
Managing uncertainty: "decide as late as possible" by building change into the system.  
Compressing the value stream: rapid development, feedback,

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and improvement  
Empowering teams and  
individuals without  
compromising  
coordination Software  
with integrity:  
promoting coherence,  
usability, fitness,  
maintainability, and  
adaptability How to "see  
the whole"—even when  
your developers are  
scattered across  
multiple locations and  
contractors Simply put,  
Lean Software  
Development helps you  
refocus development on  
value, flow, and

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people—so you can achieve breakthrough quality, savings, speed, and business alignment. Drawing on over hundred years of research into innovation and an in depth research study, the book brings to life the reality of managing established firms to secure advantage through vigilant innovation approaches in disrupting digital era markets. Exploring how organizations manage new offering development focused innovation



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across a portfolio of core, adjacent and breakthrough environments, the focus is on the search and select phases of the innovation process, and how established firms identify and validate a range of opportunities. Companies face the paradox of how to establish search and select processes for focal markets, while also setting up routines to sense and respond to disruptive innovation signals from adjacent

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and more peripheral markets. The book builds on research into peripheral vision, and considers how organizations manage the crucial early stages of a vigilant innovation process. The research project at the heart of the book focused on 10 case companies in the publishing sector. The new frameworks developed by the author were informed by over 60 interviews, the innovation literature and the author's

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experience as a  
researcher, consultant  
and practitioner.

The State of Strategy  
Configuring search and  
select processes to  
avoid disruption

How to Use Social Media  
to Tap the Collective  
Genius of Your Customers  
and Employees

The DNA of Sustained  
Innovation

The Gantt Chart

Vigilant Innovation

How Companies and  
Customers Can Create  
Value and Wealth

Together

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*The challenges of our customers are more and more diverse. A couple of strong trends like digitalization and cyber security issues are facing the daily life of all of us. This is true for our business and private life. That "People make a difference" is a strong Vineyard belief. Therefore, in this book the Vineyard consultants are interviewed in order to present their individual consulting experiences. As a starting point the current customer challenges and consulting trends are summarized. A contribution towards the GDPR deadline and approaches how to deal with these changes is following. The next article is suggesting how to handle the need in the pharmaceutical industry to communicate with business partners beyond the firewall. Based on Vineyards long experience in the IT Cyber Security world the following*

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*article is emphasizing why security is priority zero and how IT Security standards and frameworks can be used in a beneficial and lean way. The following two articles have a strong technical focus. While the first one is introducing the new technology "Summarizer" which is capable to compress existing files from a content perspective the following is about what an agile methodology can deliver in the field IT Service Management. The benefits of a focused eDiscovery approach for litigation processes are discussed in another contribution. How transitional changes for companies as a result of Brexit for example can be managed is following. Risk management in the cyber field for the banking industry and leading in projects are two interviews that reflect typical customer challenges. How to*

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*set-up an electronic archive as part of a digitalization initiative is outlined in an expert interview for the insurance industry. The benefits of a focused eDiscovery approach for litigation processes are discussed in another impulse. An interview about knowledge management is closing this book. As a key component for the customer in a knowledge society it is discussed how this can be approached for a consultancy. If you focus your deep dives you can also see the little things in a broader context. We wish our readers inspiring insights and new impulses to find the individual balance between the right deep dives and the ability for the helicopter view. Many thanks again to all Vineyard colleagues contributing to this new Vineyard book. The sixth edition of An Introduction to Project Management has been*

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*completely updated to follow the Project Management Institute's PMBOK(r) Guide - Sixth Edition (2017). It includes several new figures, a new section on the PMI talent triangle and the importance of leadership skills, and a new section on an agile approach to project planning. New research, statistics, and real-world examples are included throughout the book. It also incorporates updated information and screenshots from several software tools. Continuing features include a chapter for each process group and a comprehensive case study to illustrate applying tools and techniques throughout the project life cycle. Each chapter includes several real-world examples and references, including opening cases and case wrap-ups, examples of what went right, what went*

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wrong, media snapshots, best practices, and video highlights in each chapter. End of chapter materials include chapter summaries, quick quizzes, discussion questions, and exercises with case studies provided in Appendix C. The free student website includes over fifty template files, online quizzes, data files for Microsoft Project, and much more. A comprehensive, secure instructor site is available with lecture slides, solution files, test banks, etc.

Describes how businesses can capitalize on the use of social media, offering details of a variety of firms, including Xilinx and the Ford Motor Company, that have utilized social technologies effectively.

Use the guidance in this comprehensive field guide to gain the support of your top executives for



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*aligning a rational cybersecurity plan with your business. You will learn how to improve working relationships with stakeholders in complex digital businesses, IT, and development environments. You will know how to prioritize your security program, and motivate and retain your team.*

*Misalignment between security and your business can start at the top at the C-suite or happen at the line of business, IT, development, or user level. It has a corrosive effect on any security project it touches. But it does not have to be like this. Author Dan Blum presents valuable lessons learned from interviews with over 70 security and business leaders. You will discover how to successfully solve issues related to: risk management, operational security, privacy protection, hybrid cloud management, security*

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*culture and user awareness, and communication challenges. This book presents six priority areas to focus on to maximize the effectiveness of your cybersecurity program: risk management, control baseline, security culture, IT rationalization, access control, and cyber-resilience. Common challenges and good practices are provided for businesses of different types and sizes. And more than 50 specific keys to alignment are included.*

*What You Will Learn*

*Improve your security culture: clarify security-related roles, communicate effectively to businesspeople, and hire, motivate, or retain outstanding security staff by creating a sense of efficacy*

*Develop a consistent accountability model, information risk taxonomy, and risk management framework*

*Adopt a security and risk governance model*

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*consistent with your business structure or culture, manage policy, and optimize security budgeting within the larger business unit and CIO organization IT spend Tailor a control baseline to your organization's maturity level, regulatory requirements, scale, circumstances, and critical assets Help CIOs, Chief Digital Officers, and other executives to develop an IT strategy for curating cloud solutions and reducing shadow IT, building up DevSecOps and Disciplined Agile, and more Balance access control and accountability approaches, leverage modern digital identity standards to improve digital relationships, and provide data governance and privacy-enhancing capabilities Plan for cyber-resilience: work with the SOC, IT, business groups, and external sources to coordinate incident response and to*

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*recover from outages and come back stronger Integrate your learnings from this book into a quick-hitting rational cybersecurity success plan Who This Book Is For Chief Information Security Officers (CISOs) and other heads of security, security directors and managers, security architects and project leads, and other team members providing security leadership to your business*

*How to Visualize Work and Align Leadership for Organizational Transformation*

*The Standard for Earned Value Management*

*An Introduction to Project Management, Sixth Edition*

*Redirecting Financial Strategies to Drive Systems Change*

*Strategic Management (color)*

*ServiceNow IT Operations*

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## *Management ITIL Service Strategy*

As a companion guide to portfolio management, this book is primarily grounded with the Standard for Portfolio Management -4th Edition. This book is designed for three primary audience groups: Business Executives, Portfolio Leaders and Practitioners, and Portfolio Thinkers.

Understanding governance as it applies to portfolios, programs, and projects is growing in importance to organizations, because appropriate governance is a factor in the success or failure of strategic initiatives and portfolios, as well as an organization ' s programs and projects. Implementing an effective governance framework can be challenging due to factors such as increasing business complexities, regulatory requirements, globalization, and rapid changes in

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technology and business environments.

Many organizations do not have a consistent approach to portfolio, program, and project governance. PMI ' s

Governance of Portfolios, Programs, and Projects: A Practice Guide, developed by leading experts in the field, provides guidance to organizations and practitioners on how to implement or enhance governance on portfolios, programs, and projects. This practice guide provides definitions for governance in an effort to distinguish the different levels of governance and to identify their common elements.

Corporate Explorers Transform Disruption Into Opportunity With This Proven Framework Innovation used to be seen as a game best left to entrepreneurs, but now a new breed of corporate managers is flipping this logic on its head. These Corporate Explorers have the

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insight, resilience, and discipline to overcome the obstacles and build new ventures from inside even the largest organizations. Corporate Explorers are part entrepreneurs, using innovation disciplines to jump start cutting-edge ideas, and part change leaders, capable of creating support for investment. They see that corporations already own the ideas, resources, and—critically—the talent to build new ventures. Companies like Amazon, Microsoft, Bosch, LexisNexis, and Analog Devices enable managers to put these assets to use and gain an upper hand over startups that threaten to disrupt them. Corporate Explorer is a guidebook to the practices that enable these managers to go from idea into action. It demonstrates how success is not only possible but may offer entrenched companies better odds than venture-capital backed startups. This actionable

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and proven framework explains how managers can become successful corporate innovators; it includes tools to: Learn how to apply innovation practices with greater discipline Turn great ideas into a full-time job as an innovation leader Experiment with and scale original business models Transform innovation programs into a thriving source of new business Attract, retain, and motivate entrepreneurial talent Energize employees by creating a realistic way to innovate These lessons come from the trailblazers of corporate innovation—Andrew Binns (Change Logic), Charles O'Reilly (Stanford Graduate School of Business), and Michael Tushman (Harvard Business School)—who have decades of experience helping entrepreneurial-minded executives activate employees to become Corporate Explorers. Entrepreneurs take notice—it's time for Corporate Explorers to set the



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pace and chart the course for disruption. IT Service management at your fingertips About This Book Leverage ServiceNow's capabilities to achieve improved service management and excellent results in your IT operations by following step-by-step, practical instructions Build core administration, management, and maintenance skills with IT service management and IT operations management Improve your workflow efficiency by designing and creating responsive and automated workflows Who This Book Is For This book is for IT professionals and administrators who are planning to or are already trying to implement ServiceNow in their organization for Enterprise IT service management tasks. Some familiarity with web technologies (JavaScript) would be helpful. System administration experience is necessary. What You Will Learn

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Acquire and configure your own free personal developer instance of ServiceNow  
Read (and write!) clear, effective requirements for ServiceNow development  
Avoid common pitfalls and missteps that could seriously impact future progress and upgradeability  
Know how to troubleshoot when things go wrong using debugging tools  
Discover developer “tips and tricks”  
Pick up great tips from top ServiceNow development and administration professionals, and find out what they wish they knew when they were starting out  
In Detail This book shows you how to put important ServiceNow features to work in the real world. We will introduce key concepts and examples on managing and automating IT services, and help you build a solid foundation towards this new approach. We'll demonstrate how to effectively implement various system configurations within ServiceNow. We'll

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show you how to configure and administer your instance, and then move on to building strong user interfaces and creating powerful workflows. We also cover other key elements of ServiceNow, such as alerts and notifications, security, reporting, and custom development. You will learn how to improve your business' workflow, processes, and operational efficiency. By the end of this book, you will be able to successfully configure and manage ServiceNow within your organization. Style and approach This book is a step-by-step practical tutorial to help you quickly deploy and configure ServiceNow in your organization.

El Sistema de Produccion Toyota  
Creative Construction  
Resource Allocation in Project Management  
Machine that Changed the World  
Windows Internals

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Value Stream Mapping: How to Visualize  
Work and Align Leadership for  
Organizational Transformation  
Lean Solutions

*Two experienced and  
visionary authors show how  
institutions and  
individuals can go beyond  
conventional and  
sustainable investing to  
address complex problems  
such as income inequality  
and climate change on a  
deep, systemic level. It's  
time for a new way to  
think about investing, one  
that can contend with the  
complex challenges we face  
in the 21st century.  
Investment today has*

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*evolved from the basic, conventional approach of the 1950s. Investors have since recognized the importance of sustainable investment and have begun considering environmental and social factors. Yet the complexity of the times forces us to recognize and transition to a third stage of investment practice: system-level investing. In this paradigm-shifting book, William Burckart and Steve Lydenberg show how system-level investors support and enhance the health and stability of*

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*the social, financial, and environmental systems on which they depend for long-term returns. They preserve and strengthen these fundamental systems while still generating competitive or otherwise acceptable performance. This book is for those investors who believe in that transition. They may be institutions, large or small, concerned about the long-term stability of the environment and society. They may be individual investors who want their children and grandchildren to inherit a just and*

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*sustainable world. Whoever they may be, Burckart and Lydenberg show them the what, why, and how of system-level investment in this book: what it means to manage system-level risks and rewards, why it is imperative to do so now, and how to integrate this new way of thinking into their current practice.*

*As consumers, we have a greater selection of higher quality goods & services to choose from, yet our experience of obtaining & using these items is more frustrating*

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*than ever. At the same time, companies find themselves with declining customer loyalty & greater challenges in fulfilling orders. This text offers solutions to these problems.*

*"We need better approaches to understanding and managing software requirements, and Dean provides them in this book. He draws ideas from three very useful intellectual pools: classical management practices, Agile methods, and lean product development. By combining*



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*the strengths of these three approaches, he has produced something that works better than any one in isolation.” -From the Foreword by Don Reinertsen, President of Reinertsen & Associates; author of Managing the Design Factory; and leading expert on rapid product development*

*Effective requirements discovery and analysis is a critical best practice for serious application development. Until now, however, requirements and Agile methods have rarely coexisted peacefully. For*

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*many enterprises considering Agile approaches, the absence of effective and scalable Agile requirements processes has been a showstopper for Agile adoption. In Agile Software Requirements, Dean Leffingwell shows exactly how to create effective requirements in Agile environments. Part I presents the “big picture” of Agile requirements in the enterprise, and describes an overall process model for Agile requirements at the project team, program, and*

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*portfolio levels Part II describes a simple and lightweight, yet comprehensive model that Agile project teams can use to manage requirements Part III shows how to develop Agile requirements for complex systems that require the cooperation of multiple teams Part IV guides enterprises in developing Agile requirements for ever-larger "systems of systems," application suites, and product portfolios This book will help you leverage the benefits of Agile without*

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*sacrificing the value of effective requirements discovery and analysis. You'll find proven solutions you can apply right now-whether you're a software developer or tester, executive, project/program manager, architect, or team leader. This myth-busting book shows large companies can construct a strategy, system, and culture of innovation that creates sustained growth. Every company wants to grow, and the most proven way is through innovation. The conventional wisdom is*

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*that only disruptive, nimble startups can innovate; once a business gets bigger and more complex corporate arteriosclerosis sets in. Gary Pisano's remarkable research conducted over three decades, and his extraordinary on-the-ground experience with big companies and fast-growing ones that have moved beyond the start-up stage, provides new thinking about how the scale of bigger companies can be leveraged for advantage in innovation. He begins with the simply reality that*

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*bigger companies are, well, different. Demanding that they "be like Uber" is no more realistic than commanding your dog to speak French. Bigger companies are complex. They need to sustain revenue streams from existing businesses, and deal with Wall Street's demands. These organizations require a different set of management practices and approaches--a discipline focused on the strategies, systems and culture for taking their companies to the next level. Big can be*

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*beautiful, but it requires  
creative construction by  
leaders to avoid the  
creative destruction that  
is all-too-often the fate  
of too many.*

*Mas alla de la produccion  
a gran escala*

*Inbound PR*

*Designing Organizations*

*Around Customer Value*

*A Working Tool of  
Management*

*The Pillars for*

*Organizational Excellence*

*Banish Waste And Create*

*Wealth In Your Corporation*

*Introduction to Project  
Control*

Strategic Management

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(2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of



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familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and

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internal analyses.

PMBOK® Guide is the go-to resource for project management practitioners.

The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes.

Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the

PMBOK® Guide &– Seventh Edition is structured around eight project performance domains. This edition is designed to address

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practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide:

- Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);
- Provides an entire section devoted to tailoring the development approach and processes;
- Includes an expanded list of models, methods, and artifacts;
- Focuses on not just delivering project outputs but also enabling outcomes;

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and integrates with PM standards for information and standards application content based on project type, development approach, and industry sector.

The first of its kind—a Value Stream Mapping book written for those in service and office environments who need to streamline operations Value Stream Mapping is a practical, how-to guide that helps decision-makers improve value stream efficiency in virtually any setting, including construction, energy,

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financial service, government, healthcare, R&D, retail, and technology. It gives you the tools to address a wider range of important VSM issues than any other such book, including the psychology of change, leadership, creating teams, building consensus, and charter development. Karen Martin is principal consultant for Karen Martin & Associates, LLC, instructor for the University of California, San Diego's Lean Enterprise program, and industry advisor to the University of San Diego's

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Industrial and Systems Engineering program. Mike Osterling provides support and leadership to manufacturing and non-manufacturing organizations on their Lean Transformation Journey. In a continuous improvement leadership role for six years, Mike played a key role in Square D Company's lean transformation in the 1990s. There is a narrow view of control which is about delivering projects in accordance with their plans, using disciplines like earned value and risk management

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already championed by APM. That view is about doing projects right. This Introduction to Project Control offers a wider perspective, which includes doing the right projects. It involves integrating all the disciplines of project management.

Lean Requirements Practices for Teams, Programs, and the Enterprise

Lean Software Development  
A Practice Guide

Functionality and  
Configuration

Earning An Execution  
Premium

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Service strategy

An Agile Toolkit: An Agile  
Toolkit

Management, Computers,  
Computer networks,  
Information exchange, Data  
processing, IT and  
Information Management: IT  
Service Management  
Examines Japan's  
innovative, highly  
successful production  
methods

"Readers create a  
continuing consciousness  
out of scattered  
references to a particular  
character and read this  
consciousness as an  
"embedded narrative"



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within the whole narrative of the novel. The combination of these embedded narratives forms the plot. This perspective on narrative enables us to explore hitherto neglected aspects of fictional minds such as dispositions, emotions, and action. It also highlights the social public and dialogic mind and the "mind beyond the skin." For example much of our thought is intermental, or joint, group or shared; even our identity is to an extent socially distributed." Align your business

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requirements with IT by implementing ServiceNow IT Operations with ease.

About This Book Written to the latest specification, it will cover basic to advanced concepts and architecture. Take a service-centric approach to operations management and consolidate all your resource data into a single system IT record. Beat the key challenge of managing multiple business operations (even running globally) over a complex IT infrastructure and see immediate results. Who This Book Is For The book

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is aimed at System administrators, IT operations and IT managers who plan to implement ServiceNow IT Operations Management for their organization. They have no knowledge of ServiceNow ITOM. What You Will Learn Step by step guide in setting up each features with in ServiceNow ITOM Install and configure the required application or plugin Integrate with other provider services as deemed appropriate Explore Orchestration capabilities and how to analyze the data Learn about the

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ServiceNow graphical interface Integrate with other applications within ServiceNow Aims to cover the fundamentals concepts to advanced concepts Best practices and advanced features In Detail ServiceNow ITOM enables infrastructure and processes to be managed in a highly automated manner. It contains various segments that ensure its applications and enterprise infrastructures are optimized for high performance and helps in creating a lean and agile organization through

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service-level visibility and automation. This book will be a comprehensive guide that will be based on Geneva release and will help you discover how IT activities can be connected to your business needs, rather than just focusing on internal IT process. It will take a service-centric approach to operations management and consolidate all your resource data into a single system IT record. You will learn about discovery, orchestration, MID server and cloud management, helping you

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take full advantage of ServiceNow IT Operations Management to improve the quality of service & increasing the service availability. By the end of the book, you will be able to achieve improved service availability, immediate visibility of vital business services and much more, all from the convenience of your single screen. Style and approach This will be a step by step learning guide helping readers to implement ServiceNow IT Operations Management for their organization.

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Corporate Explorer

Governance of Portfolios,  
Programs, and Projects

Selecting and Prioritizing  
Projects for Competitive  
Advantage

Learning ServiceNow

Implementing Project  
Portfolio Management

SAP Billing and Revenue

Innovation Management

The digital era's new consumer  
demands a new approach to PR

Inbound PR is the handbook that  
can transform your agency's  
business. Today's customer is  
fundamentally different, and  
traditional PR strategies are falling  
by the wayside. Nobody wants to  
feel "marketed to;" we want to

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make our own choices based on our own research and experiences online. When problems arise, we demand answers on social media, directly engaging the company in front of a global audience. We are the most empowered, sophisticated customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients' interests. Unfortunately, those efforts are becoming increasingly ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today's PR agencies a new way to build brands, evaluate performance and track ROI. The



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ability to reach the new consumer, build the relationship, and quantify the ROI of PR services allows you to develop an inbound business and the internal capabilities to meet and exceed the needs of the most demanding client. In this digital age of constant contact and worldwide platforms, it's the only way to sustainably grow your business and expand your reach while bolstering your effectiveness on any platform. This book shows you what you need to know, and gives you a clear framework for putting numbers to reputation. Build brand awareness without "marketing to" the audience  
Generate more, higher-quality customer or media leads Close the

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deal and nurture the customer or media relationship Track the ROI of each stage in the process Content is the name of the game now, and PR agencies must be able to prove their worth or risk being swept under with obsolete methods. Inbound PR provides critical guidance for PR growth in the digital era, complete with a practical framework for stimulating that growth.

Project Portfolio  
Management  
Selecting and  
Prioritizing Projects for  
Competitive Advantage  
Ctr for  
Business Practices