

## PMF Book Review



**Book Title:** *Project Management: Knowledge for a successful career*

**Authors:** Bruno Jenny

**Publisher:** VDF Hochschulverlag, Switzerland

**List Price:** CHF 72.00 / EUR 49.90 (D)

**Publication Date:** 2006

**ISBN:** 978-3-7281-3084-6

**Reviewer:** René Le Bel

**Review Date:** September 2007

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### Introduction to the Book

This college level textbook is actually a great read and introduction to project management at a high level. This short book is extremely well illustrated and the chapter sequence is very logical. The author has used a parallel fictitious story to demonstrate project management in action at appropriate locations within the manuscript.

### Summary of Review:

One of the most important and well-explained themes running throughout the book is the separation between projects (in action) and the results of completed projects (the end product). Since both the publisher and author are Swiss, the book has some IPMA features, which will be unfamiliar to the North American PMI audience. However this slightly different point of view is another major benefit to the reader. Generally Europeans see things a little differently than North Americans so the author's point of view is a refreshing change.

### Overview of Book's Structure

The first four chapters deal with project execution in a novel and integrated fashion. The last six chapters deal with higher-level topics namely, portfolios, risk, quality, team configuration, and change management. Each topic is presented in a very integrated fashion and does not suffer from the silo phenomenon common in other PM Books.

**Highlights: What I liked!**

The integration and high-level approach throughout the book is very insightful. The use of a fictitious project throughout the book is a very clever literacy tool for buttressing the author's presentation of PM topics. The color graphics (illustrations & diagrams) have been carefully designed and make a valuable contribution to the manuscripts. Reviewing all the graphics is another way to gain insight into the well-organized manuscript. For example, the concept of project influences is very well organized visually and textually. Influences are broken into two categories constraints and underlying conditions. Each of these two subheads is broken down even further and visually presented in a useful and meaningful manner.

**Shortfalls**

As a publisher of high school level science textbooks, I can appreciate the huge effort involved in putting together a first edition like this. With textbooks in general one of any author's first major obstacle is what topics can I leave out without compromising the manuscript and reducing the marketability. This team did a super job. For a North American audience some of the written English is awkward since it was probably translated. This may be a challenge for non-native English speakers.

The publisher has selected a san serif font for the entire text. I was actually surprised by this choice of font as serif fonts "R" (letters with tails) are considered by many to be much easier to read. There were in addition some terms used in the book like "civiat" which are unknown in English. Civiat diagrams are more commonly known as a Radar diagrams in excel. This is of course part of the culture shock involved in reading a book not intended for a North American audience. The shock is mostly informing and not terribly distracting.

**Who might benefit from the Book**

The book is targeted at a very wide audience and would be of interest to anyone in the business world needing to get some basic understanding of project management. I highly recommend this book for readers wanting to get a solid introduction to project management. Even experienced practitioners will benefit from the quick read.

For more about the book, visit

<http://www.vdf.ethz.ch/loadAllFrames.asp?showArtDetail=3084>

**About the Reviewer:**



***René Le Bel***



**René Le Bel** has over twenty years experience in educational publishing. He is the publisher for a secondary schools science schoolbook company in Texas. His undergraduate degree is from *Univerisité de Montréal* and he is currently enrolled in the Masters of Project Management at the University of Texas in Dallas. He lives in Dallas with his family and can be contacted at [rene@lebel.com](mailto:rene@lebel.com) .