Innovation Project Management: Methods, Case Studies, and Tools for Managing Innovation Projects

Harold Kerzner

**DESCRIPTION**

**Actionable tools, processes and metrics for successfully managing innovation projects**

Conventional project management methods are oftentimes insufficient for managing innovation projects. Innovation is lost under the pre-determined scope and forecasted environments of traditional project management. There is tremendous pressure on organizations to innovate, and the project managers responsible for managing these innovation projects do not have the training or tools to do their jobs effectively. *Innovation Project Management* provides the tools, insights, and metrics needed to successfully manage innovation projects—helping readers identify problems in their organization, conceive elegant solutions, and, when necessary, promote changes to their organizational culture.

There are several kinds of innovation—ranging from incremental changes to existing products to wholly original processes that emerge from market-disrupting new technology—that possess different characteristics and often require different tools. Best-selling author and project management expert Harold Kerzner integrates innovation, project management, and strategic planning to offer students and practicing professionals the essential tools and processes to analyze innovation from all sides. *Innovation Project Management* deconstructs traditional project management methods and explains why and how innovation projects should be managed differently. This invaluable resource:

- Provides practical advice and actionable tools for effectively managing innovation projects
- Offers value-based project management metrics and guidance on how to establish a metrics management program
• Shares exclusive insights from project managers at world-class organizations such as Airbus, Boeing, Hitachi, IBM, and Siemens on how they manage innovation projects

• Explores a variety of types of innovation including co-creation, value-driven, agile, open versus closed, and more

• Instructors have access to PowerPoint lecture slides by chapter through the book’s companion website

*Innovation Project Management: Methods, Case Studies, and Tools for Managing Innovation Projects* is an essential text for professional project managers, corporate managers, innovation team members, as well as students in project management, innovation and entrepreneurship programs.

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▲ ABOUT THE AUTHOR

**HAROLD KERZNER, PhD** is Senior Executive Director for Project Management at the International Institute for Learning (IIL), a global learning solutions company offering professional training and consulting services worldwide. Dr. Kerzner’s profound effect on the project management industry inspired IIL to establish the Kerzner International Project Manager of the Year Award, which is presented to a distinguished PMP® credential holder or global equivalent each year. He is author of several respected books on project management, including *Project Management: A Systems Approach to Planning, Scheduling, and Controlling* and *Project Management Best Practices: Achieving Global Excellence.*

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