



Gerenciamento de Projetos: Project Model Canvas (PMC)® (Portuguese Edition)

Manoel Veras de Sousa Neto

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Associa o PMC ao negócio, ao desempenho e à estratégia; Explica os principais conceitos e princípios associados ao PMC; Sugere a utilização do PMC como apoio à Gestão de Portfólio de Projetos (Portfolio Project Management - PPM), ao Escritório de Gerenciamento de Projetos (Project Management Office - PMO) e à melhoria da maturidade em gerenciamento de projetos (Project Management Maturity - PMM); Ilustra casos reais de projetos de TI concebidos com o PMC. Além disso, o livro explora aspectos essenciais de gerenciamento de projetos mostrando, através de uma abordagem prática, como a metodologia e a ferramenta Project Model Canvas (PMC®) pode ser utilizada. Estruturado em três grandes partes, inclui: Introdução ao PMC®; Utilização do PMC®; Casos de uso do PMC®. Os projetos são fundamentais no ambiente de negócios, pois aumentam a produtividade e melhoram a eficácia da gestão. Gerenciar projetos agora é um tema recorrente para praticamente todas as organizações, quer sejam públicas ou privadas. Com a diversidade de metodologias, a técnica visual torna-se um apelo atual, pois facilita o trabalho do cérebro na hora de organizar projetos e gerenciá-los. O PMC® é a ferramenta ideal para empresas que lidam com projetos e precisam aumentar a maturidade nessa área. Por ser visual, simplifica o trabalho dos times criando uma estrutura comum para planejamento e controle dos projetos.

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