



# The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond (Wiley CIO)

By Anna P. Murray

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## The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond (Wiley CIO) By Anna P. Murray

### Your answer to the software project management gap

*The Complete Software Project Manager: From Planning to Launch and Beyond* addresses an interesting problem experienced by today's project managers: they are often leading software projects, but have no background in technology. To close this gap in experience and help you improve your software project management skills, this essential text covers key topics, including: how to understand software development and why it is so difficult, how to plan a project, choose technology platforms, and develop project specifications, how to staff a project, how to develop a budget, test software development progress, and troubleshoot problems, and what to do when it all goes wrong. Real-life examples, hints, and management tools help you apply these new ideas, and lists of red flags, danger signals, and things to avoid at all costs assist in keeping your project on track.

Companies have, due to the nature of the competitive environment, been somewhat forced to adopt new technologies. Oftentimes, the professionals leading the development of these technologies do not have any experience in the tech field—and this can cause problems. To improve efficiency and effectiveness, this groundbreaking book offers guidance to professionals who need a crash course in software project management.

- Review the basics of software project management, and dig into the more complicated topics that guide you in developing an effective management approach
- Avoid common pitfalls by perusing red flags, danger signals, and things to avoid at all costs
- Leverage practical roadmaps, charts, and step-by-step processes
- Explore real-world examples to see effective software project management in action

*The Complete Software Project Manager: From Planning to Launch and Beyond*

is a fundamental resource for professionals who are leading software projects but do not have a background in technology.

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## **The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond (Wiley CIO) By Anna P. Murray Bibliography**

- Rank: #1515014 in Books
- Published on: 2016-01-26
- Original language: English
- Number of items: 1
- Dimensions: 9.40" h x .90" w x 6.30" l, .0 pounds
- Binding: Hardcover

- 256 pages

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### Editorial Review

From the Inside Flap

Many companies rush into adopting new technologies to both gain an edge on their longtime competitors as well as outpace the startups. The result is a widespread business imperative to complete a multitude of software development projects, but oftentimes the lead on development doesn't have the necessary project management know-how or experience—and this can undermine the entire initiative. *The Complete Software Project Manager* was written to ensure this doesn't happen.

From Cloud-database migrations, to multi- platform websites, to real-time customer- service applications, and more—this is the go-to guide for successfully managing a software development project for all. Directors, managers, C-Level executives, and even seasoned project managers can take this practical guide into every meeting, from inception to post-launch, to effectively define, staff, budget, and run medium- to large-sized projects. Step-by-step advice from an award-winning technology consultant lets you operate with confidence knowing you are using the same knowledge and skill set as a top expert in the industry, including how to:

- Understand software development and why it is so difficult
- Plan a project, choose technology platforms, and develop project specifications
- Staff a project, develop a budget, test software development progress, and troubleshoot problems
- Deal with it when it all goes wrong

Read cover to cover, this thorough treatment fully prepares you to lead for success with rarely taught best practices explained in easy-to-understand language fortified with hints and real-life examples. Keep this book with you through the entire project for its powerful management tools and handy lists of red flags, danger signals, and what to avoid at all costs to stay on track.

For unmatched reliability, convenience, and go-to problem solving specifics on managing software development projects, turn to *The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond*.

From the Back Cover

### **SPECIALIZED GUIDANCE FOR MANAGING SOFTWARE DEVELOPMENT PROJECTS**

*The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond* is the must-have resource for every professional leading software projects. Everyone, from those with no background in technology to seasoned project managers, will find valuable advice to improve their process.

Written specifically for day-to-day use on the job, this one-of-a-kind resource addresses the factors contributing to disastrous technology projects by providing exclusive coverage on how to successfully roll out and lead those types of projects. Even if you're already in the middle of an initiative that isn't going well, this groundbreaking guidebook gives you the crash course you need to turn things around, including the basics of software project management, clarity through real-world examples, advanced topics for developing an effective management approach, and the hard-to-see pitfalls to avoid. Boost your management skills to another level with insight found nowhere else, such as:

- The five most common project hazards and what to do about them
- Identifying and trouble-shooting the three most serious project problems
- The single-most important key to modern project management

Don't let the technology gap stand in your way of leadership excellence with *The Complete Software Project Manager*.

About the Author

**ANNA P. MURRAY**, a nationally recognized technology consultant, speaker, and blogger, is president of emedia, a provider of software development, high-level technology consulting, and project and program management. She is a double winner of the Stevie Award for Women in Business, a recipient of a Mobile Marketing Association award for mobile app development, and Folio's Top Women in Media award.

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**Earl Austin:**

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**Kathryn Glover:**

Often the book *The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond* (Wiley CIO) will bring one to the new experience of reading the book. The author style to elucidate the idea is very unique. Should you try to find new book to see, this book very appropriate to you. The book *The Complete Software Project Manager: Mastering Technology from Planning to Launch and Beyond* (Wiley CIO) is much recommended to you to read. You can also get the e-book from your official web site, so you can more readily to read the book.

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