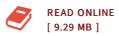# Web Project Management: Delivering Successful Commercial Web Sites

By Ashley Friedlein

ELSEVIER SCIENCE TECHNOLOGY, United States, 2000. Paperback. Book Condition: New. 231 x 185 mm. Language: English . Brand New Book. Web Project Management presents a solid Web project management method for building commercial Web sites. Developed by pres.co, a leading interactive agency, this refined eight-stage approach lets you closely manage your project s contributors, quality, costs, and schedules. Importantly, the book also details how to define, measure and understand the success of your project on an ongoing basis. This book is an indispensable resource, whether you are a project manager, online manager, Web director, consultant or producer. This book: includes insider tips from the perspective of the world s leading Web developers; focuses on project management as it relates to e-commerce; teaches you to organize and put together a team, develop goals, manage schedules and budgets, overcome pitfalls, maintain, evaluate and evolve a commercial Web presence; and includes an introduction to the key principles of Web project management and a case study of the Channel 5 Web site-a popular project managed by the author. It provides templates, via a companion Web site, that you can use to develop your own project documentation, a discussion forum, links to related sites, a...

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Reviews

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