

These days, just about everything is 'global.' In spite of what its title suggests, this is therefore probably just another generic project management guide, maybe with a few pages on cultural differences, right?

Far from it. Jean Binder's *Global Project Management*, for which he received the Project Management Institute's 2008 David I. Cleland award, is head and shoulders above the flurry of books on the subject published in recent years. His is the first to give a compelling answer to an exceedingly difficult question: "What makes global projects succeed?"

Today's typical project involves people working in various locations around the globe and belonging to different organizations and/or cultures. Managing in such an environment requires thinking beyond traditional project management techniques. As they are trying to integrate global dimensions and challenges, project managers are forced to deal with a whole new layer of issues that add complexity to an already complex role.

Binder presents a framework for adapting organizations and projects in ways that allow them to thrive in a global project environment.



The author goes beyond simply listing challenges or presenting collaborative tools. For instance, he suggests the development of best practices in cross-cultural team management and global communication, recommends organizational changes and project structures, and proposes alternatives for the implementation of new practices and methods.

Every chapter maintains a good balance between conceptual overviews, real life examples, and actionable suggestions. Numerous checklists help assess the global aspects of a specific situation. Smartly, *Global Project Management* also frequently encourages the reader to put the concepts presented within the context of their own organization.

Binder is thorough. Aiming to cover all relevant aspects of his subject, he addresses seemingly small issues, for instance how to communicate effectively in online meetings and web conferences. Not losing sight of the big picture, he addresses organizational challenges that go far beyond the perspective of individual project managers as well, such as global creativity management or global program/project management offices. While some of these subjects may call for much deeper coverage, the overviews provided are nevertheless helpful.

The bottom line is simple: this book is an invaluable source of ideas, concepts and tools. Every project managers and executive in a project-based organization should have it.

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A seasoned former executive of Fortune 500 company Texas Instruments, he regularly interacted with employees, customers, outsourcing partners, and third parties in numerous countries around the world, including many parts of Asia. Mr. Katz is the author of "Negotiating International Business – The Negotiator's Reference Guide to 50 Countries Around the World".

