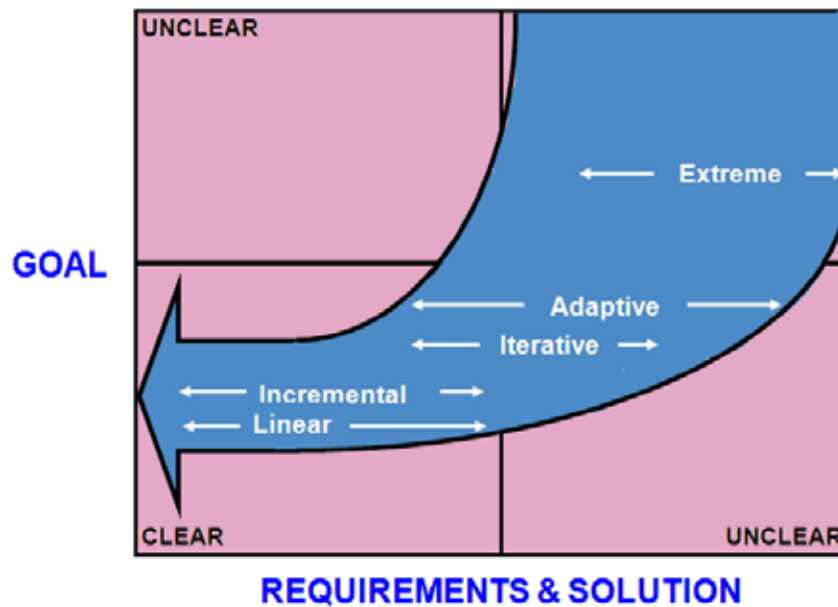


Dear EPM adopter or potential adopter,

Thanks for your interest in *Effective Project Management: Traditional, Agile, Extreme, Fifth Edition*. Even though EPM has been a premier publication in the education, training and professional markets, this new edition represents a significant improvement over previous editions of the book. The book has been completely reorganized. It still includes all of the information from the previous editions, but, as you consider its adoption, please keep the following new features in mind:

- **New chapters on the five project management approaches (The previous edition only covers two of them in detail).** Because every project is unique, relying on just one project management approach isn't sufficient. In this new edition, I will delve into all five different approaches for different kinds of projects. The five approaches—*Linear*, *Incremental*, *Iterative*, *Adaptive*, and *Extreme*—are shown below.



This categorization of the project landscape is entirely consistent with the current research tradition in project management but is presented in a much more organized and intuitive format. The strategies for making these choices will be thoroughly developed. Each approach has strengths and weaknesses and brings special challenges and opportunities to the client, the project manager, and the project team. These will all be thoroughly explored.

- **New template process for choosing the best fit from among the five approaches**
- **A new chapter on continuous project management process and practice improvement**
- **A new chapter on prevention and intervention strategies for distressed projects**
- **A PowerPoint slide library of all content material for direct use by faculty and trainers (not included in instructor materials in the previous edition)** There are over 30 in the collection at this time. You can find them in their native ppt format at <http://www.wiley.com/go/epm5e>. I have left it to your discretion as to which ones you would like to integrate into your classes. Copy them into the lecture slides in the appropriate places and you are good to go. I would be interested in any ideas or suggestions you care to share about their use and improvement.
- **Pizza Delivered Quickly (PDQ) case study now included.** I have been developing this case study for the past ten years. While it has been part of my training materials, I've now incorporated it into the team exercises that accompany EPM5e.
- **New way to contact me via e-mail: rkw@eiicorp.com.** I am introducing an e-mail program to stay in touch with all adopters and give you a way to share your thoughts with over 100 other adopters worldwide. This service to professionals is unique in the education market. I know of no other textbook author who has taken such a bold initiative for his or her adopters. I am serious about making EPM5e and all future editions as good as I can and I need your help to do that. I am devoted to this project and will do whatever I can to help you and your colleagues be successful in teaching others how to be great project managers.

You will also find:

- **Lecture slides for your use.** Each chapter has the set of lecture slides that I have used for several years. They are archived in ppt format for your use. Please feel free to add, modify, or delete the set to meet your specific needs. If you have an interest in sharing them with the other 100+ adopters, please send me your thoughts and suggestions. I'll adopt those that are in keeping with my purposes and share them with all other adopters. You can find the current version of the lecture slides at www.wiley.com/go/epm5e
- **Challenging discussion questions.** Every chapter has a number of discussion questions that I have used with my students. These are not "list the causes of the Civil War" type questions. Rather, they are questions that require some thought because the answers require application of the material just covered. Many of the questions do not have a single correct answer; instead, the answers are based on assumptions the student will have to make. I've used these questions as homework assignments or as team exercises to enhance discussion in class.

I'd like to close by saying that I think *Effective Project Management, Fifth Edition* will be even more appealing to the education and training markets than all previous editions and will provide a more complete development of contemporary project management models to the practitioner market. There is no direct competitor in the market at this time.

EPM4 is not broken or outdated. It still occupies a significant place in every project manager's library, but the time has come to make it better. Please let me hear from you if you decide to adopt EPM5e. I would like to welcome you to an exclusive club!

Bob

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