



Project Stakeholder Management (Fundamentals of Project Management)

Anna Lund, Professor Jepsen, Pernille, Professor Eskerod

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Carrying out a project as planned is not a guarantee for success. Projects may fail because project management does not take the requirements, wishes and concerns of stakeholders sufficiently into account. Projects can only be successful through contributions from stakeholders. And in the end, it is the stakeholders that evaluate whether they find that the project is a success.

To manage stakeholders effectively, you need to know your stakeholders, their behaviours and attitudes towards the project. In Project Stakeholder Management, the authors give guidance on how to adopt an analytical and structured approach; how to document, store and retrieve your knowledge; how to plan your stakeholder interactions in advance; and how to make your plans explicit, at the very least internally. A well-conceived plan can prevent you from being carried away in the 'heat of the moment' and help you spend your limited resources for stakeholder management in the best way.

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