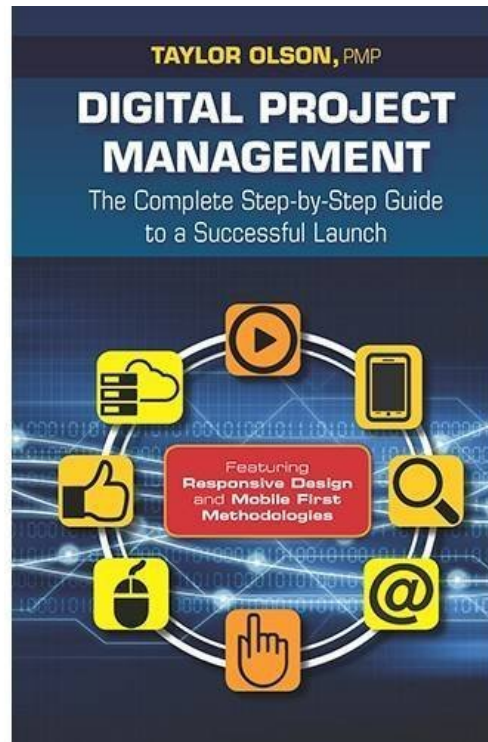


# Download Digital Project Management: The Complete Step-By-Step Guide to a Successful Launch Book Free



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## Synopsis :

Review Using this rollout process for complex technical projects has enabled me to break project work into logical and manageable steps from kick-off to launch. Following along with the process ensures that I don't miss critical steps that might otherwise be overlooked, and it provides me a guideline for managing complicated work across functional teams. Projects small and large, local or global, and with varying scope can all greatly benefit from the structure provided by the rollout process presented in this book. --Jennifer Harrison, Digital Project ManagerOlson has written a wonderful book targeted to agency project managers charged with delivering digital projects. It offers a great blend of classic project delivery methodology in an agency-specific context. I'm going to buy copies for everyone on my team. --Kirk Mager, Platform Lead, The Blue HiveLaunching nine different sites across South America wouldn't have been possible without this digital rollout process in place. I strongly recommend it! --Rafael Eugenio Figueroa, Digital Marketing, General Motors South America Read more From the Inside Flap [[Describes how to create a thorough scope document, gap analysis, budget and requirements documentation, as well as task-level details of a digital project plan [[Delineates the proven step-by-step rollout process that can be applied to any digital project, and how responsive design and mobile first techniques are woven into traditional project management while keeping a rigid focus on planning and communication [[Utilizes a fictional case study to help explain the concepts and steps to building a responsive customer-facing web solution using mobile first methodology, and details how to apply an agile approach to design and development in a setting that demands clear requirements and deliverables [[Explains how information architects work with the creative team to produce a responsive content strategy, when mobile first methodology should be applied within the process, and which deliverables are affected [[Discusses what digital project managers need to know about search engine optimization, analytics, infrastructure management, testing, potential risks, and every aspect of cutover management Read more See all Editorial Reviews Digital Project Management: The Complete Step-By-Step ...www.amazon.com > ... > Business & Money > Management & Leadership... Buy Digital Project Management: The Complete Step-By-Step ... Step-By-Step Guide to a Successful Launch. ... this book. --Jennifer Harrison, Digital Project ...Digital Project Management: The Complete Step-by-Step ...www.jrosspub.com/.../digital-project-management.htmlThe Complete Step-by-Step Guide to a Successful Launch. ... in this book." — Jennifer Harrison, Digital ... Project Management: The Complete Step-by-Step Guide ...Interactive Project Management: Pixels, People, and ...www.amazon.com > ... > Business & Money > Management & Leadership... The Complete Step-By-Step Guide to a Successful... the interactive project management book I've ... The Complete Step-By-Step Guide to a Successful Launch ...Digital Project Management Instructor Materials - J. Ross Pubwww.jrosspub.com/digital-project-management-instructor-materials.htmlDigital Project Management ... presented in the book Digital Project Management: The Complete Step-By-Step Guide to a Successful Launch and ...Digital Project Management: The Complete Step-by-Step ...pmworldlibrary.net/article/digital-project-management-the-complete...Digital Project Management: The Complete Step-by-Step Guide to a Successful Launch (J. Ross) Document Type: Book Reviews ... Step-by-Step Guide to a Successful Launch ...Rollout Process | Rollout Managershttps://rolloutmanager.net/rollout-processThe Rollout Process digital project managers use includes the 30 key steps

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