The digital world is growing and changing at a rate that can seem overwhelming to those project managers who have to keep up with it to build customer-facing solutions and applications. It’s rare for project managers working in this field to be provided with much direction or a process by which to carry out a project, and there has been almost nothing available specific to these types of projects in the literary marketplace. *Digital Project Management: The Complete Step-by-Step Guide to a Successful Launch* was developed to fill this gap by providing the knowledge, best practices, and proven steps to successfully manage digital projects from end-to-end. It was created for easy adaptation to a variety of project types and technological advances.

**About the Author**

Taylor Olson is a certified Project Management Professional (PMP®) with more than twenty years of experience in the field. She earned her degree in Telecommunications from Michigan State University, and began her career in automotive marketing and advertising. Ms. Olson has worked for organizations of all sizes and has traveled the world to train and collaborate with global team members, documenting digital project management best practices along the way. Over the past several years, she has been helping to build global websites and applications for Fortune 50 corporations. Taylor currently specializes in using content management systems to produce and maintain global web solutions for large corporations operating in multiple countries and languages.

Prior to the development of this book, Taylor’s speaking engagements, presentations, and consulting were by invitation from organizations in a wide variety of industries. One of her more meaningful and recent invitations was to give a presentation on the original healthcare.gov release and how following the process in this book would have prevented most of the problems associated with that rollout.

**Key Features**

- 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, and details how to apply an agile approach to design and development in a setting that demands clear requirements and deliverables
- Offers 14 templates and three process maps, including the rollout process checklist and all examples used in the book. Instructor’s Guide and 400+ slides are provided to adopting professors, and available for purchase by instructors and trainers—available from the Web Added Value™ Download Resource Center at www.jrosspub.com

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DIGITAL PROJECT MANAGEMENT

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DIGITAL PROJECT MANAGEMENT

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By: Taylor Olson, PMP

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