

# Advances in Project Management Series

## Background and brief for prospective authors

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### Series purpose

The purpose of the new Gower series *Advances in Project Management*, which is published in association with the National Centre for Project Management, is to improve understanding and project capability *further up* the organization; amongst strategy and senior decision makers and amongst professional project and programme managers. Our ambition is to provide project sponsors, project management leaders, practitioners, scholars and researchers with thought provoking, cutting edge books that combine conceptual insights with interdisciplinary rigour and practical relevance thus offering new insights and understanding of key areas and approaches.

To this end, we aim to:

1. Identify and focus on *key* aspects of project, programme and portfolio management;
2. Offer practical case examples of how new applications have been tackled in a variety of industries;
3. Provide access to appropriate new models in these areas, as they emerge from academic research

In other words, the series will aim to provide those people and organizations who are involved with the developments in project management with the kind of structured information that will inform their thinking, their practice and improve their decisions.

### Geography

Whilst different authors within the new series will have their own perspective, which may be influenced by their work within a particular geographical reason, we aspire for the series to be valuable to organizations wherever they are based and whatever the geography of the projects that they are running.

This means that, wherever possible, authors should seek to include case examples and/or models from across the globe.

### **The market**

Just as the series is designed to bring together the best practical applications from academic research and professional consultancy, we expect the market to include: senior managers involved in organizational project management *at a strategic level*; consultants supporting these projects; academic researchers and lecturers; postgraduate students of project management; libraries and other organizations and institutions that support all of the above.

### **Series format and pricing**

To make the series as accessible to users as possible and to manage the work required of the authors; the aim is to publish relatively short titles on a number of specialist topics. Each book of between 80-100 pages will be published in paperback at a list price of around £28.50. Discounts will be available for the purchase of multiple copies or multiple titles within the series.

### **Series style**

A key objective of the series is to provide practical but rigorous information that the reader can apply to their thinking, decision-making or practice. Whilst this is not, in any sense, a 'how to' series, each author should use a style that is readily accessible across the target market groups.

This means:

- an assumption that the reader is familiar with basic project management concepts and is concerned about the relationship and application of the specific topic of each book within that basic context. There is no need (nor the space) to provide project management guidance from first principles;
- that applied project management models and case examples are at a premium;
- a focus on a range of options/implications will be more valuable than a more prescriptive how to message. In crude terms, the objective should be to provide the reader with the key questions that he or she needs to understand and answer, rather than offering glib answers to some of these questions

### **Next steps**

We will review each proposed title in the series on its merits. If you would like to propose a potential title for this new series then please contact Darren Dalcher at the National Centre for Project Management with the following information:

1. Proposed title
2. One page rationale for the book and its significance within the series
3. Draft list of contents
4. Draft list of illustrations
5. Expected extent (in thousands of words)
6. The timetable you would like to work to for completion of the manuscript
7. Any other information you'd like to include to support your case