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Managing Successful Programmes (Print) Managing Successful Programmes Managing Successful Programmes MSP For Dummies Managing successful programmes Managing Successful Programmes Study Guide *Managing Successful Programmes Management of portfolios MSP For Dummies* **Managing Successful Programmes Gower Handbook of Programme Management** **Managing Successful Programmes Pocketbook** **PRINCE2 Agile (Dutch Edition)** *PRINCE2 Made Simple* **High-Impact Tools for Teams Governance of Portfolios, Programs, and Projects** *MSP® Programme Management Practitioner Courseware – English* **MSP® Foundation Programme Management Courseware – English** *MSP® 5th edition Foundation Courseware - English* **Project to Product** **The Essentials of Managing Quality for Projects and Programmes** **The Practice of Enterprise Architecture** *Programme Management Based on MSP* **MSP® 5th edition Practitioner Courseware - English** **Portfolio and Programme Management Demystified** *P3O® Foundation Portfolio, Programme and Project Offices Courseware – English* **Agile Contracts** *Managing Successful Programmes Pocketbook* **Managing Benefits** *Managing Technology and Product Development Programmes* **Managing Successful Programmes Pocketbook** *Msp Programme Management Practitioner Courseware* **Managing Successful Programmes 2007 Edition Ebook** *Choose Your WoW!* **The Standard for Program Management - Fourth Edition (Korean)** **A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (BRAZILIAN PORTUGUESE)** *APM Introduction to Programme Management* **Affiliate Program Management** *Effective Project Management* *MSP(R) Foundation Programme Management Courseware - English*

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Combining rigour and flexibility, MSP helps all organisations - public sector and private, large and small - achieve successful outcomes from their programme management time and time again. With change a pressing reality for all organisations, successful programme management has never been more vital to success. Organisations must respond as new processes or services are introduced, supplier relationships alter and structures adapt to market forces or legislation. At the same time, all organisations strive to achieve excellence by improving practices, offering better services, preparing more effectively for the future and encouraging innovation. But change always creates new challenges and risks. Inevitably there will be interdependencies to manage and conflicting priorities to resolve as the organisation adapts not just to a new situation internally but to the constantly shifting world outside. To enable organisations to manage their programmes successfully, they need a structured framework that does two things. It must acknowledge that every programme exists in its own context and demands unique interpretation. At the same time it must be universally applicable. MSP has been developed with these two priorities in mind. Its framework allows users to consistently manage a huge variety of programmes so that they deliver quality outcomes and lasting benefits. Fusing leadership with management best practice, MSP enables organisations to coordinate their

key functions, develop a clear sense of unity and purpose and achieve the strategic cohesion necessary to drive through effective change Programme management is the coordinated organisation and implementation of a portfolio of projects and activities that help your business achieve its strategic objectives. Good programme management is the key to managing transformational change and, in today's business environment, the organisations that can transform themselves are more likely to succeed. Managing Successful Programmes For Dummies is your plain-English guide to implementing and using the proven MSP method. It provides a structured framework that helps you coordinate your projects and achieve your goals. The book takes you through every step of programme management and inside you'll find: What's involved in a programme - and how it differs from a project! An overview of the structure of MSP Full explanations of MSP principles, governance themes and transformational flow Planning and making a business case for your programme The key roles and responsibilities in programme management The lifecycle of a programme - from conception to delivery Quality and risk management in your programme Working with stakeholders All about the MSP Qualifications 'Besides the MSP(R) 2011 Edition Foundation Courseware - English (ISBN: 9789401804127) publication you are advised to obtain the corresponding publication Managing Successful Programmes 2011 Edition (ISBN: 978 01 133 1327 3). The MSP Foundation Certification is suitable for individuals wanting to demonstrate they have achieved sufficient understanding of the theory of the MSP methodology. MSP represents proven programme management good practice in the successful delivery of transformational change through the application of programme management. MSP has been adopted by many organizations within both the public and private sectors. The core publication, 'Managing Successful Programmes', has drawn on the experiences of those who have adopted programme management. Key benefits: -MSP leverages off the real-life expertise of the global programme management community, offering practical, relevant, current accessible guidance -The new exams highlight real world applications that equip professionals for success in Programme management This Courseware is suited for the MSP 2011 Edition Foundation exam and contains two sample foundation level exams. As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is needed. In Project to Product, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework—a new way of seeing, measuring, and managing software delivery. The Flow Framework will enable your company's evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you're driving your organization's transformation at any level, this is the book for you. Besides the MSP 5th® Edition Foundation Courseware - English publication you are advised to obtain the corresponding publication Managing Successful Programmes 5th edition (ISBN: 9780113316762). This 5th edition will help current and aspiring programme managers, and many other roles, to design, plan, lead and deliver their programmes and thus help organizations be successful. Programme management is recognized as an approach that brings together multiple projects and other work associated with delivering outcomes of benefit across organizational boundaries. The programme management approach shows organizations how to adopt appropriate governance, pace, and focus to enable them to move ahead. MSP 5th describes an adaptable set of programme management approaches, leading to the creation of outcomes of benefit in an incremental way and to provide an integrated framework that guides the work. MPS 5th applies three lenses: • Principles are the guiding obligations to achieve Value • Themes are the essential governance, documented in Approaches • Processes are a structured set of activities, showing how themes are applied in the programme (cyclical) lifecycle. Value proposition: MSP is the certification and guidance for programme managers, business change managers and the next step for project managers to develop their knowledge and skills to be able to positively respond to the challenges they face when managing programmes and larger, more strategic or multiple projects. Programme management using MSP creates a framework that enables the organization to align the delivery of programmes and projects to organizational strategy; and to focus on the delivery of outcomes and benefits, while mitigating risks and actively engaging stakeholders at all levels. MSP can be used in conjunction with all the other best-practice products (e.g. PRINCE2®, MoP®, M_o_R®) and international or internal organizational standards (for governance). The MSP Foundation Certification is suitable for individuals wanting to demonstrate they have achieved sufficient understanding of the theory of the MSP methodology. 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This MSP 5th edition Courseware is suited for the MSP 5th edition exams and contains sample exams and lots of extra short exercises to facilitate interactive training courses both offline and online. The Managing Successful Programmes (MSP) official book offers essential guidance for the MSP Foundation and Practitioner certification and is the next step for PRINCE2 qualified practitioners and project managers. MSP is a globally recognised framework for best practice programme management. Programmes are temporary structures used by organizations to lead investments in change. MSP is the go-to certification and guidance for programme managers, business change managers and the natural next step for PRINCE2 project managers to develop their knowledge and skills to be able to positively respond to the challenges they face when managing programmes and larger, more strategic or multiple projects. Programme management is becoming an increasingly important aspect of managing business change, whether within parts of an organisation, across the whole organisation or involving a group of organisations. This small booklet (only sold by TSO in packs of 20) is a quick reference guide for using MSP effectively and designed to work with PRINCE2. A related publication is 'Managing successful programmes' (xi, 158p.; 30 cm) (2nd ed. 2003, ISBN 0113309171). Besides the MSP® 2011 Edition Practitioner Courseware - English (ISBN: 978 940 180 409 7) publication you are advised to obtain the corresponding publication Managing Successful Programmes 2011 Edition (ISBN: 978 01 133 1327 3). The MSP Practitioner Certification is suitable for individuals wanting to demonstrate they have achieved sufficient understanding of how to apply and tailor the MSP methodology in a given scenario. MSP represents proven programme management good practice in the successful delivery of transformational change through the application of programme management. MSP has been adopted by many organizations within both the public and private sectors. The core publication, 'Managing Successful Programmes', has drawn on the experiences of those who have adopted programme management. Key benefits: · MSP leverages off the real-life expertise of the global programme management community, offering practical, relevant, current accessible guidance · The new exams highlight real world applications that equip professionals for success in Programme management This Courseware is suited for the MSP 2011 Edition Practitioner exam and contains two sample practitioner level exams. There are also two sample foundation level exams added in case the participant prefers to refresh its foundation level knowledge. Single copy of a 2012 publication originally published as a pack of 10 copies (ISBN 9780113313532), which is still available Understanding governance as it applies to portfolios, programs, and projects is growing in importance to organizations, because appropriate governance is a factor in the success or failure of strategic initiatives and portfolios, as well as an organization's programs and projects. Implementing an effective governance framework can be challenging due to factors such as increasing business complexities, regulatory requirements, globalization, and rapid changes in technology and business environments. Many organizations do not have a consistent approach to portfolio, program, and project governance. PMI's Governance of Portfolios, Programs, and Projects: A Practice Guide, developed by leading experts in the field, provides guidance to organizations and

practitioners on how to implement or enhance governance on portfolios, programs, and projects. This practice guide provides definitions for governance in an effort to distinguish the different levels of governance and to identify their common elements. You're now responsible for a programme, or you've got a portfolio to manage? Where do you start? Right here! Projects are not simply the bread and butter of an organisation. Form them into programmes or portfolios and they can be prioritised and integrated to deliver change to your organization in line with your strategic vision. You will be able to control costs and risks and bring together a complex series of themes effectively. This overhauled second edition now combines portfolio management as a parallel theme with programme management, and it is brought in line with the current thinking of the Association for Project Management and the Project Management Institute. It is written for managers in both the public and private sectors. This new edition includes half a dozen short case studies (from Belgium's Fortis Bank, a software company, local government, and central government), along with more on cross-functional management. Together with Project Management Demystified, also from Routledge (third edition, 2007), it provides the tools to manage your projects, your programmes and your portfolio to a very high level. Besides the Portfolio, Programme and Project Offices 2013 Edition (P3O®) Foundation Courseware - English (ISBN: 9789401804547) publication you are advised to obtain the corresponding publication Portfolio, Programme and Project Offices 2013 Edition (ISBN: 9780113314225). P3O® Foundation certifications is suitable for individuals wanting to demonstrate they have sufficient knowledge and understanding of the P3O guidance to interact effectively with, or act as an informed member of, an office within a P3O model. This certification is aimed at members of offices within a P3O model or anyone who needs to understand the terminology and concepts underpinning P3O and those wishing to pursue higher level certifications. The Foundation certification is also a pre-requisite for the Practitioner certification. Portfolio, Programme and Project Offices (P3O®) builds on the references in PRINCE2®, Managing Successful Programmes (MSP®), and Management of Risk (M_o_R®) and Management of Portfolios (MoP®) to support organizations or individuals wishing to set up or maintain an effective delivery support office. This Courseware is suited for the English Portfolio, Programme and Project Offices 2013 Edition (P3O®) Foundation exam. An authoritative guide to new product development for early career engineers and engineering students Managing Technology and Product Development Programmes provides a clear framework and essential guide for understanding how research ideas and new technologies are developed into reliable products which can sold successfully in the private or business marketplace. Drawing on the author's practical experience in a variety of engineering industries, this important book fills a gap in the product development literature. It links back into the engineering processes that drives the actual creation of products and represents the practical realisation of innovation. Comprehensive in scope, the book reviews all elements of new product development. The topics discussed range from the economics of new product development, the quality processes, prototype development, manufacturing processes, determining customer needs, value proposition and testing. Whilst the book is designed with an emphasis on engineered products, the principles can be applied to other fields as well. This important resource: Takes a holistic approach to new product development Links technology and product development to business needs Structures technology and product development from the basic idea to the completed off-the-shelf product Explores the broad range of skills and the technical expertise needed when developing new products Details the various levels of new technologies and products and how to track where they are in the development cycle Written for engineers and students in engineering, as well as a more experienced audience, and for those funding technology development, Managing Technology and Product Development Programmes offers a thorough understanding of the skills and information engineers need in order to successfully convert ideas and technologies into products that are fit for the marketplace. Supersedes 2005 edition (ISBN 9780113309757). Single copies (53p.: figs, tables). Superseded by 2012 ed. (ISBN 9780113313549) Programme management is the coordinated organisation and implementation of a portfolio of projects and activities that help your business achieve its strategic objectives. Good programme management is the key to managing transformational change and, in today's business environment, the organisations that can transform themselves are more likely to succeed. Managing Successful Programmes For Dummies is your plain-English guide to implementing and using the proven MSP method. It provides a structured framework that helps you coordinate your projects and achieve your goals. The book takes you through every step of programme management and inside you'll find: What's involved in a programme - and how it differs from a project! An overview of the structure of MSP Full explanations of MSP principles, governance themes and transformational flow Planning and making a business case for your programme The key roles and responsibilities in programme management The lifecycle of a programme - from conception to delivery Quality and risk management in your programme Working with stakeholders All about the MSP Qualifications Besides the MSP® 2011 Edition Foundation Courseware - English (ISBN: 9789401804127) publication you are advised to obtain the corresponding publication Managing Successful Programmes 2011 Edition (ISBN: 978 01 133 1327 3). The MSP Foundation Certification is suitable for individuals wanting to demonstrate they have achieved sufficient understanding of the theory of the MSP methodology. MSP represents proven programme management good practice in the successful delivery of transformational change through the application of programme management. 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High-Impact Tools for Teams explains a simple, powerful tool that helps team leaders and members align and get clarity on exactly who is responsible for each part of the team's most important activities and projects. The tool is complemented by 4 trust add-ons that help teams build trust and increase psychological safety, so every member can be confident in sharing ideas or concerns about obstacles the team may face. It's a proven tool for project teams, based on years of research, and thousands of teams are already using the Team Alignment Map to run effective "get-to-action meetings", give projects a good start and de-silo organizations. Co-author Alex Osterwalder is the international best-selling author who co-created the Business Model Canvas, a strategic management tool used by 1 million+ industry leaders globally. Plan as a team and know who does what Uncover and proactively remove the most likely obstacles to any project Boost team member contributions Run more effective team meetings Get more successful projects With the guidance of High-Impact Tools for Teams, you can be better prepared as a team leader or team member to plan effectively, reduce risks, and collaborate with others. Your team will be accountable and ready to deliver results! "Hundreds of organizations around the world have already benefited from Disciplined Agile Delivery (DAD). Disciplined Agile (DA) is the only comprehensive tool kit available for guidance on building high-performance agile teams and optimizing your way of working (WoW). As a hybrid of all the leading agile and lean approaches, it provides hundreds of strategies to help you make better decisions within your agile teams, balancing self-organization with the realities and constraints of your unique enterprise context. The highlights of this handbook include: #1. As the official source of knowledge on DAD, it includes greatly improved and enhanced strategies with a revised set of goal diagrams based upon learnings from applying DAD in the field. #2 It is an essential handbook to help coaches and teams make better decisions in their daily work, providing a wealth of ideas for experimenting with agile and lean techniques while providing specific guidance and trade-offs for those "it depends" questions. #3 It makes a perfect study guide for Disciplined Agile certification. Why "fail fast" (as our industry likes to recommend) when you can learn quickly on your journey to high performance? With this handbook, you can make better decisions based upon proven, context-based strategies, leading to earlier success and better outcomes"-- A practical and accessible guide to managing a successful project

Effective Project Management is based around an activities and action check list approach to project management. It provides a guide to the basic principles and the disciplines that managers need to master in order to be successful. The author's check lists approach (based on his years of practical experience on projects) ensure that project managers are following valid processes, helping them to be innovative in their approach to developing plans and resolving problems. In addition, the author's check list pick and mix format is designed to be flexible in order to meet the individual needs of the reader. Effective Project Management also contains some information on the theories underpinning project management. Knowledge of the theory helps in the understanding of how project management works in practice. In addition to the book's check lists of what activities need to be performed, the author offers suggestions on how tasks could be carried out. This important resource: Covers a wide range of project management topics including the project management process, programme and portfolio management, initiating and contracting a project, personal skills and more Offers a highly accessible guide to the author's verified check list approach Presents flexible guidelines applicable for a wide range projects Includes guidance for project managers at all levels of experience Written for project managers working on engineering or construction projects, Effective Project Management reviews all aspects of a project from initiation and execution to project completion together with the specialist topics and personal skills needed to manage projects effectively. PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide & – Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide: • Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); • Provides an entire section devoted to tailoring the development approach and processes; • Includes an expanded list of models, methods, and artifacts; • Focuses on not just delivering project outputs but also enabling outcomes; and • Integrates with PMI standards for information and standards application content based on project type, development approach, and industry sector. Combining rigour and flexibility, MSP helps all organisations - public sector and private, large and small - achieve successful outcomes from their programme management time and time again. With change a pressing reality for all organisations, successful programme management has never been more vital to success. Organisations must respond as new processes or services are introduced, supplier relationships alter and structures adapt to market forces or legislation. At the same time, all organisations strive to achieve excellence by improving practices, offering better services, preparing more effectively for the future and encouraging innovation. But change always creates new challenges and risks. Inevitably there will be interdependencies to manage and conflicting priorities to resolve as the organisation adapts not just to a new situation internally but to the constantly shifting world outside. 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There are also two sample foundation level exams added in case the participant prefers to refresh its foundation level knowledge. MSP 5th edition brings new exams on a Foundation and Practitioner level Besides the MSP 5th® Edition Foundation Courseware - English publication you are advised to obtain the corresponding publication Managing Successful Programmes 5th edition (ISBN: 9780113316762). This 5th edition will help current and aspiring programme managers, and many other roles, to design, plan, lead and deliver their programmes and thus help organizations be successful. Programme management is recognized as an approach that brings together multiple projects and other work associated with delivering outcomes of benefit across organizational boundaries. The programme management approach shows organizations how to adopt appropriate governance, pace, and focus to enable them to move ahead. 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It will be applicable across industry sectors. It describes both the Portfolio Definition Cycle (identifying the right, prioritised, portfolio of programmes and projects) and the Portfolio Delivery Cycle (making sure the portfolio delivers to its strategic objectives). The PRINCE2 Agile guide supports a new qualification which is being offered as an extension for those who already hold a PRINCE2 Practitioner qualification. PRINCE2 Agile is the most up-to-date and relevant view of agile project management methodologies and the only framework covering a wide range of agile concepts, including SCRUM, Kanban and Lean Startup Projects and programmes should achieve a return on the investment made by the owner or sponsor. This return is now thought of as the benefits that accrue from the investment: some financial, others perhaps

harder to define, but nonetheless just as important in justifying the investment. Making sure that they are realised, and that unanticipated benefits are maximised, is as important as the initial justification, and without that many projects have earned a bad name for project management. This publication provides comprehensive guidance on how to manage delivery of the benefits used to justify investment in change. It provides guidance for all involved in successful change delivery from senior responsible owners and directors through to portfolio, programme and project managers. The guidance is the source material for an accredited qualification from APMG-International The Standard for Program Management - Fourth Edition differs from prior editions by focusing on the principles of good program management. Program activities have been realigned to program lifecycle phases rather than topics, and the first section was expanded to address the key roles of program manager, program sponsor and program management office. It has also been updated to better align with PMI's Governance of Portfolios, Programs, and Projects: A Practice Guide. This Handbook provides authoritative guidance and advice, templates, concepts, systems and approaches on every aspect of successful programme management. The main part of the handbook presents a detailed description of the whole programme management process, together with the requisite supporting infrastructure essential for the delivery of planned programme outcomes. The book also includes The Programme Management Maturity Model, a benchmarking tool covering the ten key processes within programme management, plus the Programme Management Improvement Process: a step-by-step guide to improving an organization's ability to deliver change. Pack includes CD-ROM (Supplied with booklet (iii, 13p.: 21 cm) in case) and PDF file Based on an extensive study of the actual industry best practices, this book provides a systematic conceptual description of an EA practice and offers practically actionable answers to the key questions related to enterprise architecture. Programme management relates to the co-ordination, organisation and implementation of a portfolio of related projects in order to achieve a defined outcome and to realise specified benefits. It is designed to deliver change in manageable phases with formal review points for checking progress against plans. This quick reference guide explains how programme management techniques can enable successful business change, covering a range of issues including stakeholder management and communications, risk management and issue resolution, business case management, quality management, and an overview of processes and products. It is consistent with the MSP (Managing Successful Programmes) guidance produced by the Office of Government Commerce. To the newcomer PRINCE2 can represent a bewildering array of jargon. Terms like 'integrated elements', 'principles', 'themes', 'processes' and 'management and specialist products' can overwhelm course delegates or self-studiers on first exposure. Understanding what these terms mean in simple language and, even more important, how all these elements of PRINCE2 fit together, is the major hurdle that needs to be overcome if the many benefits of the method are to be unlocked. IAN LAWTON is a former chartered accountant, sales executive, business consultant and IT project manager. Since 2008 he has trained more than 2000 delegates on PRINCE2 courses. He has worked for some of the market leaders in training provision such as Parity and QA, and understands how to make the method accessible to newcomers. A methodologically sophisticated, comprehensive approach to applying the Agile fixed-price contract to IT projects while maximizing customer and supplier relationships "Interesting and necessary for IT managers and IT lawyers." —Walter J. Jaburek, Dipl.-Ing., Dr. iur., Dr. techn. Approximately 50 percent of software developers use Scrum, an iterative and incremental development method for managing software projects and product or application development, in their work. The benefit of Scrum and other Agile methods is that they can address shifts in a large project that traditional managerial methods cannot. Written by pioneers and leaders in the field of Agile and Scrum, Agile Contracts is the only book dedicated exclusively to the legal, procurement, and project management considerations of Agile contracts. Providing templates, a toolbox, and examples of Agile fixed-price contracts, the book presents an alternative option to fixed-price, time-based, and supply-based contracts—reducing the risk for both the supplier and the customer with a contract that offers the possibility of flux and flexible scenarios as a project progresses. Agile Contracts features in-depth chapter coverage of: The Agile Manifesto of 2001 Agility from the perspective of procurement and the software provider The problems with traditional fixed-price contracts and time material contracts What the Agile fixed-price contract is and how it is setup Tendering based on the Agile fixed-price contract How to negotiate an Agile fixed-price contract Special guidelines for the legal framework of an Agile fixed-price contract Adaptable Scope System The Black Swan scenario Contracts and procedures for the featured methodologies Especially applicable within highly structured business organizations, Agile Contracts is a must-read for project managers, agile practitioners, procurement representatives, and IT lawyers. Programme management is becoming an increasingly important aspect of managing business change, whether within parts of an organisation, across the whole organisation or involving a group of organisations. The drivers for change may be internal, such as improving the quality of products, or external, such as new government policy. The second edition of this publication describes the OGC's approach for managing change effectively, based upon best practice experience within government and across the private sector. It provides an overview of the programme management framework, and considers key principles including leadership, benefits management, stakeholder management and communication, risk management, programme planning and control, business case management and quality management issues. It then goes on to discuss the programme management lifecycle including the identification and detailed definition of the programme, managing the project portfolio, delivery and realisation of measurable business benefits and the close-down of the programme and its infrastructure. Managing Successful Programmes This study guide covers the MSP Foundation, Practitioner and Advanced Practitioner qualifications. Its purpose is to provide supporting information to candidates to help them take the MSP qualification. The aid is to be read alongside the core guidance, reading it in isolation will not provide sufficient knowledge to pass the examinations. Key features: (i) Provides enough information about the MSP qualifications so that the candidate will be familiar with the scope of the papers; (ii) Gives guidance on the types of questions candidates will be asked and help on how to approach the examinations; (iv) Uses consistent terminology with the MSP and the PPM Common Glossary, acronyms and definitions; (v) Covers the Qualification structure for MSP and exam preparation; (vi) Uses examples, hints and tips to help explain concepts where necessary. Affiliate marketing is hot; here's how to get your program going Nearly every retailer in the Internet Retailers' Top 500 has an affiliate marketing program. Now free affiliate networks, automation software, and pay-for-performance compensation models are making it easy for small businesses to take advantage of this marketing tool. In the popular An Hour a Day format, this guide features a detailed, real-world, task-based approach to developing, launching, and managing a successful affiliate marketing program. It explores market research, determining payment models and reporting guidelines, recruiting affiliates, crafting appropriate communications, and much more. Affiliate marketing programs help boost marketing efforts without incurring excessive costs; this Hour a Day guide provides everything merchants, business owners, and those charged with managing an affiliate program need to know Offers a modern, real-world, step-by-step guide to researching, launching, managing, and optimizing a successful affiliate marketing program Covers social media; creating policies; working with feeds, coupons, widgets, and video; creating compelling content; handling partners who are not meeting goals; and much more Affiliate Program Management: An Hour a Day is the do-it-yourself guide to planning and maintaining a successful affiliate program. 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Inspections and walkthroughs -- Sampling -- Quality reviews -- 8 Testing for quality -- Envisioning -- Prototyping -- Component testing -- Integration testing -- Stress testing -- Volume testing -- User testing -- Usability testing -- Piloting -- Acceptance testing -- 9 Quality at implementation -- Handover -- Ongoing quality monitoring -- Post-implementation -- Glossary -- Bibliography -- Appendix A: construction of a paper cat -- Appendix B: completed Quality Plan example -- Appendix C: sample documentation standard -- Index.

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