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# THE ULTIMATE FIELD GUIDE TO DIGITAL PROGRAM MANAGEMENT



Broadsuite, Inc., United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.To understand an object or concept, you must identify and value the sum of its parts. Most business managers fail to truly understand digital strategies. They focus instead on outcomes. what they want the business to get from digital efforts, then they make educated guesses about the best way to accomplish those outcomes. The problem is that...

### Download PDF The Ultimate Field Guide to Digital Program Management

- Authored by Class of 1941 Professor of Economics Olivier Blanchard, Daniel Newman
- Released at 2015



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