



ProjectThink: Why Good Managers Make Poor Project Choices

Lev Virine, Michael Trumper

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Projects are constantly beset by problems, often caused by seemingly small mistakes which collectively lead to larger issues. Why do project managers and teams appear to repeat the same mistakes? Can they make better choices without introducing complex decision analysis processes? How can they make better estimates? Project management is the art and science of human interactions. ProjectThink identifies and explains the paths of those intentional and unintentional actions that lead to trouble. It provides advice and guidance in analysing information and risk and explains how "choice-engineering"™ can facilitate decision-making and encourage everyone involved in a project to follow the right procedures and work collaboratively.

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