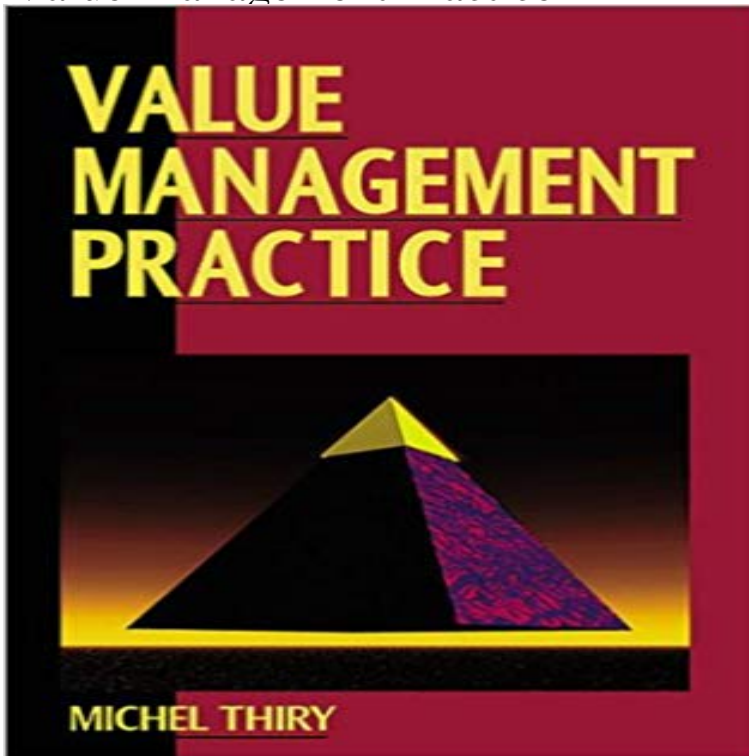


Value Management Practice



Project managers will enjoy learning more about value and customer in this breakthrough book. Putting value and customer needs at the center of a project management effort is a key point in the book, and Thiry's well-written Value Management Practice clearly explains how to make it happen. Thiry begins with a short history of value management. During World War II, shortages of critical resources, such as steel and aluminum, forced manufacturers to use available, seemingly inferior, materials and alternate designs. Creativity became key! When the inexpensive products performed better than the originals, value engineering was born. Its goal was to produce top-quality products at reduced cost. By century's end, the field had broadened to become value management, with customer satisfaction as the primary determinant of product quality.

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