



People and Processes (Managing Multimedia: Project Management for Web and Convergent Media, Third Edition, Book 1)

By Elaine England, Andy Finney

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Are you an interactive media designer, producer or programmer struggling with the pressures of project management? If so, this new edition of *Managing Multimedia* will relieve the pressure, providing more practical advice and insider tips to help you deliver a high quality project on time and within budget.

This updated and expanded third edition retains the strength of previous editions while adding new material relevant for the changing work environment. The book has been divided into two complementary volumes. This one, covering people and processes, describes the latest industry trends and incorporates them into a project management framework. By developing practical skills it aids the project manager's own development, and provides a coherent overview of the issues that affect all in the converging industries of communications, media and computing.

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Editorial Review

From the Back Cover

Managing Multimedia: Project Management for Web and Convergent Media 3/e

Book 1 - People and Processes

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Key features

- Covers the life cycle of new media production from the team manager's perspective, defining the project manager's responsibilities and offering practical guidance and solutions
- Provides task-related exercises to help the manager build a customized set of multimedia management guidelines to fit specific project requirements

New - for this volume!

- New chapter encapsulating the business and project management principles for smaller companies.

- New self-development chapters to deal with specific issues such as adapting projects for other cultures and languages, online marketing principles and multimedia narrative
- The companion website (www.booksites.net/england) contains useful content supplementing relevant chapters, as well as providing links to many other resources

About the authors

Elaine England is a multimedia and training consultant with wide experience in developing new media projects across business sectors. Her projects have won numerous multimedia awards in the retail, management and training sectors.

Andy Finney's career spans production and development across several media platforms from radio to television, photography and new media. He is actively involved in online and offline project development.

Also from Addison-Wesley. *Managing Multimedia Book 2 - Technical Issues*

About the Author

Elaine England is a multimedia and training consultant with wide experience in developing new media projects across business sectors. Her projects have won numerous multimedia awards in the retail, management, and training sectors. Andy Finney's career spans production and development across several media platforms from radio to television, photography and new media. He is actively involved in online and offline project development. Also from Addison-Wesley. *Managing Multimedia Book 2: Technical Issues*

Users Review

From reader reviews:

Kevin Swafford:

This book untitled *People and Processes (Managing Multimedia: Project Management for Web and Convergent Media, Third Edition, Book 1)* to be one of several books this best seller in this year, that's because when you read this reserve you can get a lot of benefit on it. You will easily to buy this specific book in the book store or you can order it by means of online. The publisher of this book sells the e-book too. It makes you easier to read this book, because you can read this book in your Smart phone. So there is no reason for your requirements to past this reserve from your list.

Clifford White:

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yes. People is human not just a robot. Then we inquire again, what kind of activity do you have when the spare time coming to you of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative with spending your spare time, often the book you have read is People and Processes (Managing Multimedia: Project Management for Web and Convergent Media, Third Edition, Book 1).

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