



Projects as Business Constituents and Guiding Motives

Rolf A. Lundin, Francis Hartman

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The purpose of *Projects as Business Constituents and Guiding Motives* is to describe and analyse the roles that projects play in business.

The editors, authors and researchers are convinced that projects are of significant importance at virtually every level of society, even though companies are the focus of this book. Projects are not merely conspicuous components of businesses, they in fact signal what businesses are all about. As you will see from some of the contributions to this book, these signals come in different forms and have different effects. Thus the various contributions to this book also mirror a kind of uncertainty as to what this phenomenon that is called *project* is all about.

Rather than trying to define what it 'really is', the editors have opted for the alternative, namely to let some of the variation be replicated in the different contributions. One important reason for the variations is that each author wants to stress a different aspect of projectisation. The editors illustrate some of the variations as they appear in the minds of researchers and in the minds of those who work with projects every day. They believe that they do greater justice to the field by taking this stance at this stage in the evolution of project management.

The book is structured in four sections. The first section includes four chapters elaborating on various aspects of the roles projects play for shareholders, for management, for the global scene, and for the more or less continuous reorganising efforts that characterise most industries at the present time. The second section deals with how projects fit in with traditional business processes and the challenges that face project management as well as the generic business procedures. The third section brings forward some of the most essential matters when it comes to the future of business organisations. Innovation projects have a completely different character compared to traditional projects, and when entire industries go through thorough transformations, attending to project matters will be part of that change. One of the most often-repeated statements in business is that people matter; in the last section that statement is scrutinised in a projectised environment.

This volume has a wide international selection of authors. Eight different nationalities are represented. The collection is relevant to academics in business administration, project management and organisation behaviour. It should also appeal to a significant secondary audience: professionals in project management, business strategy and organisation.

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